***Complete this document for your own knowledge, and hand it in to Dan if you want to be considered for a 30-45 minute phone consultation.***

**What is your Client Monetary Value?**

Short Term Value of Your Client (Profit in first 2 months)
Lifetime Value of Your Client (Profit in first 1-3 years)
Do you have a monthly residual revenue product or service?

**How long can you afford to lose money on customer acquisition?**

1. I cannot afford to lose any money on customer acquisition
2. I can afford to break even on customer acquisition for 1 month
3. I can afford to lose money on customer acquisition or 2 or more months

**What business stage are you in?**

1. $100k to $200k in revenue – More Time/Less Money
2. $200k to $500k in revenue – Beginning to Have a Budget
3. $500k+ in Revenue – Ready to Grow
4. $1M+ in Revenue – Ready to Create Separation

**Do people search for your product or service online, or do you need to create awareness?**

1. New Service or Product Niche
2. Few Searches (or not sure)
3. Many Searches

**How important is it for you to grow your business by 25% to 50% or more this next year?**

1. Not Very Important
2. Nice if it happened
3. We are committed to growing our business significantly this next year, but we don’t have much of a budget.
4. We are committed to growing our business significantly this next year, and we have budget of at least
$15k/year or more to invest.
5. We are committed to growing our business significantly this next year, and we are ready to become or need to maintain our position as a dominate business in our market.

**Add up your points from your answers above to determine the stage of your business:**

1. 4-8: Establish your digital marketing foundation, engage in blogging, “networking” online (social media) and offline and begin a weekly or monthly email newsletter
2. 8-11: You should look at additional lead generation opportunities, such as Google Adwords, Retargeting, SEO, boosted Social Media, and become competitive online.
3. 12-16: You may need to invest wisely but significantly to establish your goals, including maximizing your efforts on SEO, Google Adwords, Retargeting, boosted social media, programmatic, lead nurturing and some automated processes.