

9- What types of marketing are your competitors using that seems to be successful? Why?

10- Do you have a budget set each month for marketing? How much is it?

11- What makes customers come to your business instead of to your competitors?

12- What makes customers go to your competitors instead?

13- As a consumer, what do you look for from a business you purchase from?

14- What are your three biggest strengths as a business owner?

15- What are your three biggest weaknesses as a business owner?

16- Do you set aside time each day to work on the essence of your business and develop new ways to improve? If not, what time of day would work best for you if you started tomorrow?

Well, how did you do? Did you have a pretty good idea of how to answer each question or did a few of them give you pause for thought? Remember, there are no right or wrong answers, only information. I challenge you to ask yourself not only these questions, but to come up with some of your own about your business and your effectiveness as a marketer.

A top-notch Power Marketer is constantly reviewing, analyzing, and adjusting their techniques to achieve their maximum potential and to get the most out of their employees and themselves. Only YOU have the ultimate responsibility; if you don't do it, nobody else will. Whether you have been in your industry for many years or are new to the game, you probably realize that it takes guts and determination to own and operate a business. Simple, it's not. It requires a very special person who is willing to take risks, commit themselves to a cause, and to fight the daily battles in order to do whatever it takes.

If you would like to discuss how we can help you with your business, we invite you to log onto www.PowerMarketing101.com and learn about our PowerTeam Coaching & Mentoring program. Or call 888-719-4692 to talk with one of our marketing experts and to discuss your options

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