

# DODM DIAGNOSTIC CHECKLIST

PRIOR TO FILLING OUT THE BELOW COMPANY DIAGNOSTIC QUESTIONNAIRE,  
WE WOULD LIKE TO KNOW THE FOLLOWING:

**Which DOMINATE or Die Marketing Programs have you enrolled in or reviewed on our website?  
Select all that apply**

**\*DODM Programs**

**HMA University**

**Digital DOMINATION**

**Wealth Creation Strategy (Profit and Growth Multiplier Matrix)**

**DOMINATION 2.0**

**KPI Advisor**

**Publishing Trifecta**

**Health and Healing DOMINATION**

**None of these**

**Which DOMINATE or Die Marketing Flyers or Guides Have You Completely Read In The Last Year?  
Select all that apply**

**\*DODM Flyers or Guides**

**Marketing Consultant Hiring Guide**

**Double Your Profits**

**Cash Flow Guide**

**The Money is In The Back End Guide**

**CTPPM Guide**

**Google Analytics Guide**

**Social Media Optimization Guide**

**Brand Designers Guide**

**Graphic Designers Guide**

**Website Guide**

**Ecommerce Guide**

**You'll Get Mad (GMB Flyer)**

**Email Marketing Guide**

**So Tell Us (Review Marketing Flyer)**

**Retention and Loyalty Guide**

**Referrals On Steroids Flyer**

**Workshops, Webinars, and Video Sales Letters**

**Health and Healing Millions**

**Content and Copy Guide**

**Marketers Guide to Customers Reviews**

**10 Reasons to Use Email Marketing**

**What are the biggest obstacles you are facing in your business?**

**I don't have enough leads**

**I'm not closing enough sales**

**I want more recurring revenue**

**I want to improve the quality and consistency of client work/services**

**I need help hiring or expanding my team**

**I want to find quality contractors or outsource partners**

**I know I could be upselling more on each project/client**

**Charging enough or not knowing what to charge/High-Fee Income**

**Overworked or facing burnout**

**Not keeping enough of what I earn (low margins)**

**Lack of systems or process to run the company**

**Help with billing, accounting, finance or financial visibility**

**I need help remaining accountable to my goals**

**I need support from a mentor or community**

**I need access to funding or to learn about various financial resources**

**I need access to funding for marketing**

**I need help to be able finance my clients who are willing to buy my services if I could make it affordable**

**Thank You! Please continue to our Company Diagnostic Questionnaire**

# Professional Background

Please type your answers in the highlighted boxes.

## Company Profile Questionnaire

<b>Full Name</b>	
<b>Company Name</b>	
<b>Title</b>	
<b>Email</b>	
<b>Office and Cell Phone</b>	
<b>Time-Zone / Best time to call</b>	
<b>Website / Social Media Site(s)</b>	
<b>Address (Street, City, State, ZIP)</b>	
<b>Mailing Address</b>  (If different from above to receive supplementary pre-consult grounding material when applicable)	
<b>1. Where do you see your industry in five years?</b>	

## 2. What is your vision for your business for the next:

6 Months:

1 Year:

3-5 Years:

10 Years:

## 3. What is your biggest opportunity to achieve this vision?

## 4. What is your greatest strength? Is it consistent with this opportunity?

## 5. What is your greatest problem or weakness in achieving this vision? What's the solution?

# Corporate Profile

## 1. The Financial Tale of The Tape

What realistic monthly revenue goal do you want to reach within the next 3 - 12 months from marketing campaign launch?

I'd be happy to sign my first client, customer, or patient

A consistent \$3000/m

A consistent \$5,000-\$10,000/m

A consistent \$10,000- \$25,000/m

A consistent \$25,000-\$50,000/m

	<p>A consistent \$50,000-\$120,000/m</p> <p>A consistent \$250,000-\$400,000/m</p> <p>A consistent \$400,000-\$1,000,000/m</p> <p>A consistent \$1 million PLUS/m</p>
<p>What is your current monthly income NOW?</p>	<p><b>Please give a verifiable exact amount</b></p> <p><b>\$</b></p>
<p>What is your current monthly marketing (Ad) budget?</p>	<p>Nothing, I'm just getting started. <b>(need check box here)</b></p> <p>\$1,500 to \$3,000</p> <p>Between \$3,000 and \$6,000</p> <p>Between \$6,000 and \$10,000</p> <p>Between \$10,000 and \$15,000</p> <p>Between \$15,000 and \$30,000</p> <p>Between \$30,000 and \$60,000</p> <p>Between \$60,000 and \$120,000</p> <p>Between \$120,000 and \$250,000</p> <p>Between \$250,000 and \$400,000</p> <p>Between \$400,000 and \$1 million</p> <p>\$1 million Plus</p>
<p>Which advertising channels are you currently using now?</p>	<p>Paid ads</p> <p>Search Engine Optimization</p> <p>Organic social messaging</p> <p>Video marketing</p> <p>Billboard</p> <p>Radio</p> <p>Television/Cable</p> <p>Publicity/Press releases</p> <p>Direct Mail (postcard or letter)</p> <p>Memberships (Chamber of Commerce, BNI, networking groups)</p> <p>Magazine/publication advertising</p> <p><b>Other</b> _____</p>
<p>Some businesses use a CRM/ email platforms to communicate with their customers and prospects. Do you use any of the following tools Or a Similar Tool?</p>	<p>Mailchimp</p> <p>Keap</p> <p>AWeber</p> <p>MailerLite</p>

	Constant Contact Salesforce <b>Other</b> _____
What personal and or business debt do you need to get rid of; please explain in full detail	
Would you use a marketing loan if structured in a beneficial way to increase your revenues and allow prompt payments?	
Do you have a marketing plan in place for your business with a (schedule and calendar of promotions, offers, projects, etc.)?	No, I don't need to plan No, but I want to create one Sort of, but I could do better Yes, I have a plan in place <b>Describe your plan below:</b>

## **35 Standard Marketing Optimizations**

### **I. METHODS TO INCREASE THE NUMBER OF CLIENTS, PATIENTS, OR CUSTOMERS**

**What is the number of clients, customers or patients that can be increased by:**

- # \_\_\_\_\_ *Increasing the lead or inquiry generation ads.*
- # \_\_\_\_\_ *Increasing the client retention rate.*
- # \_\_\_\_\_ *Increasing the conversion from inquiry to sale.*

***How do you use any of the above? Please explain in full detail below.***

**Have you Increased your lead or inquiry generation through the following using a consistent:**

- ***Yes / No Referral Systems. Yes / No***
- ***Review and Reputation System. Yes / No***
- ***Acquiring customers at break-even up front and making a profit on the "back-end." Yes / No***
- ***Guaranteeing purchases through risk reversal. Yes / No***
- ***Host-beneficiary relationships. Yes / No***
- ***Paid Advertising. Yes / No***
- ***Using direct mail. Yes / No***
- ***Using telemarketing or Sales Calls. Yes / No***
- ***Running special events or information nights. Yes / No***
- ***Acquiring qualified lists that more effectively target your prospect. Yes / No***
- ***Developing a Unique Selling Proposition (USP). Yes / No***
- ***Increasing the perceived value of your product/service through better client education. Yes / No***
- ***Using public relations. Yes / No***

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***How do you use any of the followings? Please explain in full detail.***

***Increase your customer retention rate by:***

- 
- ***Delivering higher-than-expected levels of service experience.***

- 
- ***Communicating frequently with your customers to educate and nurture them via email and text.***
-

- ***Incentivizing or offering bonuses for each and or higher-level transactions.***

***How do you use any of the following? Please explain in full detail.***

***Increase your conversion from inquiry to sale by:***

- ***Increasing sales skill levels of your staff as company ambassadors to promote the business.***

- ***Qualifying leads up front.***

- ***Increase Closing ratios***

- ***Making irresistible offers.***

- ***Educating your clients by giving them the "reasons why." to buy from you.***

## II. METHODS TO INCREASE THE AVERAGE TRANSACTION AMOUNT

Increase the average transaction value by focusing on:

- *Improving your team's selling techniques to effectively up-sell and cross-sell.*

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- *Using point-of-sale promotions.*

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- *Packaging complementary products and services together.*

- *Increasing your pricing, and hence, your margins.*

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- *Changing the profile of your products or services to be more "up market".*

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- *Offering greater/larger units of purchase.*

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- *Unconverted leads*

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- *Client Reactivations*

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- **Referral Program (THIS IS NOT WORD OF MOUTH!)**

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*How do you use any of the following? Please explain in full detail.*

### III. METHODS TO INCREASE YOUR TRANSACTION FREQUENCY:

Increase transaction frequency by focusing on:

- *Developing a back-end of products that you can go back to your customers with.*
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- *Communicating personally with your customers (by telephone, letter, email, social media, etc.) to maintain a positive relationship.*
- 
- *Endorsing other people's products to your customer base.*
- 
- *Running special events, such as "closed door sales", limited pre-releases, etc.*
- 
- *Programming customers.*
- 
- *Price inducements for frequency.*
- 

## Unique Selling Proposition (USP)

1. Indicate every unique aspect of either the performance of, the construction of, the buying of, or the rendering of your product. (I'm looking for unique selling proposition points.)

2. List what your product/service brings to a customer, client, or patient. Provide a very specific, measurable, and detailed explanation of the following:

- Results:

• **Advantages:**

• **Benefits:**

• **Protections:**

• **Enhancements:**

• **Prestige factors:**

## Competition Profile

1. Describe your competition.

(Use criteria in the previous section & rate each on a scale from 1-10) on

<i>Competitor's Name</i>	<i>Product</i>	<i>Sales Ability</i>	<i>Marketing Ability 1</i>	<i>Marketing Ability 2</i>

Your Company				
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## 2. Describe all you know about your competitors

- Where are the top 5 located?

- What do they do best?

- What do they do worst?

- How do you specifically fill that void?

## 3. Describe, as much as possible, your competitor's:

- Selling Approaches

- Selling Strategies

- Infrastructure

**4. What do they offer that you do not?**

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**5. What steps do you take to offset their advantage**

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- **Are they working?**

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- **If not, what needs to be changed?**

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**6. What are the top three reasons that you lose business to a competitor?**

**i.**

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**ii.**

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**iii.**

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**7. Do you buy from your competitors to keep track of what they're doing right and wrong?**

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- Explain how these insights have helped you refine and better focus your overall business strategy

**8. What is the biggest customer complaint about your industry? How does your company address this problem?**

**9. Why do customers buy from you?**

**10. Do they buy from you exclusively?**

**11. Do they also patronize your competitors?**

**12. What steps can you take to get the main portion of their business?**

**13. Do you actively seek information from experts in your field and other fields related to yours? Explain.**

## **Online Marketing Audit**

**1. How does your website compare to the leaders in your industry locally and or nationwide?**

**2. Is your website an informational or problem/solution type of website?**

**3. Do you use quizzes or surveys online or targeted sales funnels?**

**4. Do you have an email lead capture form on your website? And do you offer a free or cheap lead magnet to capture leads?**

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**5. Do you use explainer and or sales videos on your home page or on each sales page?**

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**6. Do have separate landing pages for different products or services offers to convert paid online ads?**

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**7. Do you run limited time special offers, challenges, webinars, etc**

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**8. Is your business listed in the top 25 directories online?**

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**9. Is your business listed in the 3 pack of Google as 1#, 2#, or 3# position? And is your Google Profile fully Optimized with articles, videos, 200 + pictures or event information?**

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**10. Have done the research on at least 15 long tail keywords for your website/funnel? Explain.**

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**9. Do you use webinars or workshops that are advertised on your website? Or are the promoted through event bright or other channels?**

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**10. Have spent time spying on competitor website, Google Rank and social?**

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**11. Return Path? (97% of website visitors do not convert on the first visit to a website, only 3% does. You must have a way for a client, customer or patient to find their way back to your site through various sales methods to be able to eventually convert them, in order to sell them and make money from your website traffic).**

**And It doesn't have to be your product or service that you sell!!!**

Immediate Upsell (only after the initial sale; using an order bump software or email upsell offer or funnel upsell)

Cross Sale (offering an additional product or service to an existing customer, client or patient)

Slack Adjusters (selling at 10x to 100x the core offer; giving access to or done for you options)

Bundles and Kits (combined high-margin and low-margin offers or items, or information with hard goods)

Value Buckets (a super sized offering, the whole enchilada, the biggest offering you can sell)

Line Extensions (one brand selling multiple flavors, solutions, packages or programs in one specific category)

Premium Subscriptions (a free trial, and or a low subscription; followed by a higher-fee subscription)

Recurring Billing (offering monthly continuity plans or packages on auto-pay)

Do you use more than one of the above methods? Explain in more detail exactly how you use any of the above.

## 12. Monetization? See the top Monetization strategies below...

(You can add one or more of the following to your website for additional passive, automatic income, and or extra marketing dollars.

1

**Hardgoods** (Are you a small business or a craftsman that creates/manufactures/retails your own hard goods (i.e., products that you can actually touch and that you ship — non-digital products)? Add your own store to your website for added revenue/ even Dropship to your customers, clients, or patients your own or other vendor items.)

**eGoods/Sellers** (Anything can be digitized nowadays — sell it! Do you have an idea for a much-needed e-book or industry related ebooks to compel clients buy your services? Are you a photographer with collections of e-photos (the e-photo sales market is booming)? Or maybe you want to sell an original type of software needed in your niche or industry? Selling e-goods can be highly profitable. To create added revenue for your website.)

**Personal or Professional Services** (Offer a service, coaching or consulting related to a targeted niche. Build a client base, whether clients are local (e.g., magician for house parties) or global (e.g., JavaScript programmer). Or start a completely new service business — what else are you good at? To create added revenue for your website.)

**Infopreneur** (Now you can publish what you know and love... and monetize it. Together with a blend of affiliate programs and referral deals, AdSense anchors the generation of more income per month to your online, niche-oriented website; To create added revenue for your website.)

**Home Business/Work-From-Home** (Run a genuine business, from home, full- or part-time in addition to your primary business. No "biz opp" here — this is a real. Stay-at-home business of your own creation. Create a second income stream" for the family, or grow to become the primary one! Work with your spouse, this is also for teenagers to retirees... if you know something about something, you can do this. For the "downsized," we can help to create the opportunity for passive income. Or do you have a 9-5 that you despise and want to own your life by working at home as a freelancer or creating a real business? Are you are less than a year away from "quitting the day job" (our favorite feedback!) is let us build the right type of website and or integrate this concept into your current business model for added revenue.

**Referrals/Finders** (Another great "add-on" monetizer. This model is as classic as business itself... get paid a referrer or finder's fee by an offline business for finding a customer (or a "lead") for it. The Internet, though, makes it far more cost-effective and trackable, to add additional revenue for your website this way.)

**Affiliates** (Add dollars to your diversified monetization plan, without selling products of your own — no warehousing, packaging, shipping! What if you do sell your own products? No problem — choose merchants with products that complement what you already sell (and vice-versa) and or create your own affiliate sales organization.

**Sales/Rep/Distributor and Rental** (Do you represent great products either for sale (e.g., medical supplies, ice cream makers) or rent (e.g., apartments, heavy equipment)? See how DODM can boost your sales/rentals by millions (literally). And as an agent, you'll love the fact that since we will create the complete digital experience from start to finish, you will be able to add more revenue easily.

**Blogger** (Blogging and having an affiliate site is the same thing to many solopreneurs, but in fact they can be totally different when it comes to monetization. Pure blogging, without offering any products can still be a viable money income source. If you are an authority in your niche, have a strong reader base and write quality articles, blog sponsorship can be a really lucrative channel for additional revenue if you can crank out 6-10 blog posts per month, which is easier today with the help of AI.)

**Existing Online Businesses/eCommerce Sites** (Already have an existing online business or e-commerce site? Do you need an ongoing stream of free organic, targeted traffic... motivated, interested buyers? Use DODM's traffic methods for your primary site and or offer our services to others for additional revenue.)

**Network Marketing/Multi-Level Marketing** (Forget those spammy "Replicated" (sites that are only separated by an ID code and not unique designs, conversion and marketing methodology) which are horrible online lead-generators. Imagine this, we can build for you your own unique site that attracts PREqualified and PRESold warm leads to call *you* all day long? No more "you chasing them." But now they are chasing you. Just like Franchises there are businesses that you can model and or integrate into your current business model for additional revenue.)

**Net Auction Sellers** (Put eBay to work for you, instead of vice-versa. Sure, use your traffic to drive some auctions. But you now own and control your own traffic. So sell other goods through your online store. Build income through AdSense ads and complementary affiliate programs. This is the way to do drive additional revenue from day one.)

**Local Offline Businesses** (If you own an offline business with local clientele, a website is a must as you already know if you are serious about building your business. However, Google Maps is the Super-Yellow Pages ad for your website... with 100 times the results... at 1/10 of the price of SEO. Yet 97% of business owners do not completely Optimize their Google Maps Listing to grow locally, nor in many cases, to extend your market globally through SEO (yes, you!) which can add more revenue to your overall business.)

**Web Professionals** (Your current web designer design work is sharp and creative to you, however, for DODM, most websites that we look at are old, outdated, and low converting at best .They are informational and are not problem/solution oriented. Your clients, customers or patients act like they like your site. But they secretly ask... "how can you help solve my problem because your site fails to explain this in the most advanced and high-converting way and you ask "So how do I get more traffic and generate more revenue without breaking the bank?" It's time to convert your satisfied clients into raving fans, while simultaneously boosting productivity and your own profits by 1000%. With a site that pays for it's self) We are web Professionals, cheaply designed websites do not produce high revenues, and since most web designers are more focused on the look of a website than you making money; your dead in the water right from the start. Let us do a complete analysis your website and traffic, and build you a high-converting website or funnel.) When a company calls its sites "success stories," **it's reasonable to expect high traffic.** It's certainly hard to make money with few visitors, and especially with low converting systems.)

**Sponsored Content** (Sponsored content is a type of advertising that involves paying a publisher to create and distribute premium content. It can include online articles, videos, infographics, social media posts, events, and more. Sponsored content is also called an advertorial or sponsored editorial content.)

Do you use more than one of the above methods? Explain in more detail exactly how you use any of the above.

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## How Well Do You Know The Difference Between Strategic Marketing And Tactical Advertising- Assessment Questions

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**1. I know the difference between Marketing (strategy) and Advertising (tactics). (Yes or No). Explain in detail:**

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- **If "yes", define your understanding of the two below**
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**Strategy Means:**

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**Tactics Are:**

**2. I have an overriding business strategy driving all my business activities---specifically all of my marketing activities. (Yes or No)**

• **My business strategy is:**

• **My master marketing strategy (which is different from my general business strategy) is:**

• **My marketing strategy has (add number after # sign) # different elements pillars, channels, or Foundational "pylons" supporting it**

• **They are (please list general categories)**

**3. My marketing strategy is based on the following key strategic and tactical objectives:**

**4. My business vision for my company is:**

**5. How many different applications do you have of every marketing tactic you use? (i.e. 22 different referral generating**

approaches/methods.)

- List Below

## Sales Force – Selling Infrastructure

Explain in detail below.

Describe your sales force.

Do you have inside or outside sales people or both?

Who does what?

How are they paid

What are their average income levels?

Have you tried different types of compensation and incentive programs? Was there an effect on sales?

If you have a lot of different sales people, indicate the variance of performance, from best to worst. What does the best excel at and what does the worst excel at?

What their strengths and weaknesses are and how are they utilized?

What is your average order amount and what are the steps you can take to increase it?

What are your sales (gross and net income) per salesperson? Is that above, below, or equal to your industry average and what are the steps you are taking (or going to take) to improve?

What are the standards for hiring salespeople?

How much professional sales training has each sales person personally had?
What type of training do you offer your salespeople (both junior and senior level)?
What other training do you offer? (i.e. Product training, Account management training, or Time management training, Enrollment training, objection handling training, other)? Explain in full detail.
How is it offered (Internally, Externally, etc.)?
How often is training provided to test competency? And is Sales/Staff Testing Offered?
What is the turnover (Churn) rate for salespeople and/or staff?
Describe the typical sales cycle to close a sale (i.e. from generating the lead through to a close).
How many contacts does it take to close a sale?
How many different people do you usually meet with to close a sale?
Describe the length of cycle from initial contact to close.
What are the most frequent objections you hear?
If you target 10 prospects, how many will you close? (Provide the closing ratio.)
As a percentage, with how many clients are you dealing directly with the top decision maker?
What are the top three reasons that a prospect would not buy from you at the end of the sales cycle?
What do you do with the prospects you don't close?
How do your closing ratios fare against those of competitors?
Do you utilize another form of direct sales (i.e. independent sales reps, dealers, manufacturer's reps, retail stores)? If you do, have you ever compared the results to an

inside or outside sales force? And how do you provide product or service training, support and sales goals for them to reach and maintain daily, weekly or monthly?
What has your prospecting approach been?
What prospect data do you have (i.e. lists, email, social, inbound, outbound, etc.)?
Do you go to trade shows? What do you do, and how do you show? What is your preparatory approach? What promotions do you do in conjunction with trade shows?
Explain your selling presentation.
Write out your sales proposition ("pitch").
If there's a basic premise that you use, describe exactly what it is.
What kind of ongoing sales management do you have? Do you have a defined, designated person as a sales manager?
Describe his/her duties and objectives. How do they coincide and fit with the overall marketing strategy?
Do your sales people manage themselves?
How many unsold prospects do you have?
After the initial sale, are there systematic, formal methods you use to communicate and resell your customer? If so, what are they? If not, should there be?
How much time per week do you personally devote to sales or salespeople?
What sales functions did you perform when you started your business?
Do you do anything at the point of sale to increase the order?
Do you add on other products or future products or services (upsell)? If so, what are they?

How long does it take you to fill an order after you receive it? If you improved, would it have a dramatic effect on your sales?
Is "buyer's remorse" a current problem in your business? If so, how do you overcome it?
Do your customers feel your customer service department is prompt and courteous? Explain.
What type of training do you offer your service (not sales) personnel?
What is your target market and how did you arrive at it?
What is your market potential (universe)? What is your current share of that market?
Does your business market locally, regionally, nationally, or internationally?
Do you have a systematic back-end (selling your own or others' products to existing customers)? Describe how it works.
Do you use direct response marketing concepts (those designed to induce an immediate and measurable response)? If not, why?
How much of your time each month do you devote to marketing?
How much will you devote in the future?
Do you have a marketing director in-house? If so, describe his or her primary responsibilities and duties.
Do you use outside creative advertising, marketing, or advisory services firms? If so, name of person or company you use.
Describe what they do.
What do you pay them?
What have their contributions been, and how have you used them?

Have they been able to show you and prove all analytics outside of Google Analytics, or do you at times wonder what's working and what's not? What data do you review weekly or monthly?
Do you have an adequate supply of customer testimonials, and is there a system in place for their capture?
Are they written or videotaped, and how are they (or will they be) used in your marketing?
How many inactive past buyers do you have?
Do you use bonuses in all your sales/marketing propositions?
How did it affect the response?
Do you use risk-reversal also known as guarantees or warranties in your marketing propositions? Explain their effectiveness.
How does it compare with your competitors or with the industry at large?
How do you capture the names, addresses, and phone numbers of all your customers and prospects?
Do you then use them in your marketing programs?
In what other ways have you attained your existing customers? Rank your methods from best to worst. (i.e. yellow pages, spot advertisements, direct mail, direct sales, telemarketing, etc.).
Do you use the AIDA selling formula or a new school sales approach?
When you have an initial meeting with a potential client, customer or patient do you make a pitch for future referrals once they are satisfied?

Describe your job and position as Founder, CEO, Health Provider, Coach, Other.

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How long have you owned the company?

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Describe your background -- what did you do before you started, bought or came into this business?

What are the primary problems that your business solves?

What people (mentors), books, and life factors have influenced and impacted you in your career? Also what business and marketing books have you read?

Number of people employed?

Client Base: How many active customers do you have?

Exactly what kind of data do you have on them? (Include everything you know about your customers: names, addresses, telephone numbers, fax numbers, e-mail addresses, types of businesses, location, what and when they have bought from you, how you attracted them, the last date of contact with them, etc.)

How loyal are your customers, and how do you know?

**If we both agree we can help you achieve your goals and you're accepted to work with Bryant Vickers, at DOMINATE or die Marketing, Inc, how soon can you get started?\***  
**Timeframe\***

**I'm Ready to Get Started Immediately.**

**I'll be ready in six months.**

**I'll be ready after about a year.**

**Bryant I'm not interested in any of your programs**

**Please explain any of your choices above so that we can better help serve you or others.**

**Thank you. Please save this file and email to: [dominateordiemarketing@gmail.com](mailto:dominateordiemarketing@gmail.com)**