

# Marketing Quiz and Diagnostic FACT-Finding Questionnaire

## Company Profile Questionnaire

Full Name

Company Name

Title

Email (most active)

Office and Cell Phone

Time-Zone (EST, PST, etc.)

Best Time to Call (pick 2)  
(Morning, Noon, Evening, etc.)

Website

How were you referred to us?

Top 3 Social Media Accounts

Address (Street, City, State, Zip)

Mailing Address:  
(If different from above address, to  
receive supplementary materials)

1. Where do you see yourself in five years?

# DODM AFFLUENT MARKETING QUIZ

1 = Left Column Describes You; 5 = Somewhere In The Middle; 10 = Right Column Describes You

**Reactive** - My marketing is primarily reactive, waiting for referrals and introductions

1  2  3  4  5  6  7  8  9  10

**Proactive** - I have a proactive marketing system with a budget, calendars, timelines and goals

**Wide Net** - My marketing may imply that I will work with any prospect regardless of their size or qualifications

1  2  3  4  5  6  7  8  9  10

**Pre-Qualifies "A" Prospects** - My marketing pre-qualifies ideal clients and positions me as a unique solution to my ideal "A" prospect

**Image** - My marketing is about image and branding

1  2  3  4  5  6  7  8  9  10

**Action** - My marketing includes a clear easy-to-take call to action for prospects

**Same Stuff** - I use industry marketing that may make it difficult for prospects to tell the difference between me and competitors

1  2  3  4  5  6  7  8  9  10

**Distinctive** - My marketing clearly communicates how I'm distinctly different from every other advisor

**Hands On** - My marketing requires constant checking and that I oversee details every step of the way or else they don't get done well

1  2  3  4  5  6  7  8  9  10

**Hands Free** - My team follows a clear, proven, step-by-step blueprint that ensures success and allows me to stay out of the weeds

**Little Credibility** - Presently, I'm not sure of the value of investing in building my personal credibility or what to do

1  2  3  4  5  6  7  8  9  10

**Stacking Credibility** - I have invested in multiple credibility-building tools including articles, media, authority connections and my own books

**Me-Centered** - My marketing primarily highlights me, my credentials, my experience, my products or my company

1  2  3  4  5  6  7  8  9  10

**Builds Trust** - My marketing delivers value and builds trust with my ideal prospects even before they become clients

**Trickle** - My current marketing provides only an occasional qualified "A" prospect with little predictability or certainty

1    2    3    4    5    6    7    8    9    10

**Surplus** - My current marketing provides a steady surplus of pre-qualified, pre-motivated "A" prospects

**Incremental/No Growth** - I am frustrated with incremental growth in business and income

1    2    3    4    5    6    7    8    9    10

**Double** - I am on pace to double my business and income

**Frustrated** - Marketing is a continuing source of frustration

1    2    3    4    5    6    7    8    9    10

**Happy** - I am happy with my current marketing and results

**YOUR MARKETING SCORE:** \_\_\_\_\_

*(Add up your points and record them here)*

**BONUS POINTS:** Does every marketing message and campaign offer ONE simple and easy-to-take action with clear benefits for your prospect to take?

**Yes                      No**

**SCORE KEY:**

**UNDER 70:** Be grateful you're still in business... and excited about what's possible!

**70 TO 80:** Passing grade (barely). GREAT upside potential!

**80 TO 90:** Way to go! Improvements can still multiply your results exponentially.

**90 TO 100:** Congrats, you can create new clients profitably at will. The sky is the limit for you and your business.

## AFFLUENT MARKETING SCORECARD ANSWERS

**SO, HOW DOES YOUR MARKETING STACK UP? FOR ANSWERS, SEE BELOW:**

Most business owners (who answer honestly) score around 70. Here is what you need to know. It's not your fault. Traditional business marketing strategies, and advertising tactics that many of us have been taught to use for years from our industries (and are still being taught, especially the 1919 AIDA methodology), and they fail on every point.

You need a 90-plus score to consider your business well-suited and positioned to attract affluent clients - predictably and profitably. I know that's pretty unforgiving, but let's be honest: the competition for great high-fee and bulk paying prospects is unforgiving! It does not reward mediocre business owners, marketing, advertising, or sales people.

1. To predictably attract affluent clients takes an orchestrated, strategic, client authority-based marketing campaign.

2. Campaigns that consistently attract affluent clients with disposable income to spend require commitment and a long-term strategy.

3. Prospects are skeptical, and trust is way down today. Effective marketing requires **Proof of Concept**. If you haven't yet gotten a copy of our **"FREE"** Report, **"Proof and Credibility: 11 Ways Our Research Can Make Your Advertising Copy Sizzle."** Please request our copy today. The most compelling proof you can provide is that of an outside, third-party authority that your clients recognize. This is wickedly easy to carry off... and yet so few take advantage of this powerful strategy.

4. To attract affluent clients, you must enter the conversation they're already having in their head and with their friends. Interruption marketing works even less effectively with the affluent because it's so much harder to even get that kind of marketing in front of them. They are, by definition, hard to reach. You must speak their language. You must speak where they are listening. You must enter into their conversations naturally.

5. Affluent clients are only attracted to business owners who are uniquely and intimately familiar with their wants, dreams, fears, problems and desires... and speak their language. You don't want the dreaded "not from here" reaction to your marketing.
6. Affluent clients are attracted to exclusivity. Your marketing must communicate... and your business must demonstrate...that you work only or primarily with a select group. You offer a unique experience only to clients that are a "right fit."
7. If your marketing speaks only to money as money, rather than painting a vivid picture of a brighter future and a bigger difference, you're merely engaging in "me-too" marketing. Your marketing must include who you are and why you do what you do!
8. Affluent clients respond only to highly-specific, custom marketing messages and experiences designed specifically for them and their issues. One-size-fits-all is not the answer.
9. Marketing to the affluent is as much about disqualification as it is attraction. If your marketing does not teach them what to look for in whatever it is that you do and offer, as well as what YOU require from them as a client, you'll end up attracting the wrong individuals.
10. If your marketing messages and campaigns never get anyone passionate, worked up, hopeful, angry or excited, then they're useless. They won't get results. A waste of money. If you don't change the way your prospect feels, you will never get your prospect to take action and buy your high-fee or bulk items.
11. If your marketing messages and campaigns do not contain action steps, then you will get what you ask for: No Action. No Results. Nothing. NADA!

**You can't afford to have marketing that produces no action and no results.**

## **Information Sources Questions**

**(Please explain in full detail with complete sentence structure and commas.)**

What podcasts do you listen to?

What information source(s) in your market do you consume most consistently?

What people/websites/newsletters etc. do you consider to be authoritative sources of information in your market?

What YouTube Channels do you follow in your market?

What Facebook Groups do you get the most value from?

What Instagram people in your niche or industry do you get the most value from?

How much time per week do you spend on LinkedIn?

Who do you follow on LinkedIn?

## **Market Questions**

What are the last 5 competitor products you bought in your market, and how much did they cost?

Which ones did you like/dislike more than yours?

What emails from influencers/authors/coaches in your market do you consistently open most?

What new products or services in your market are you most excited about and why?

Do you consider yourself to be part of anyone's tribe (who do you admire or look up to like a mentor online or offline) in your market?

## **Unmet Needs**

What are a few things that you struggle with most on a daily basis?

What kind of solutions in your market are you actively looking to buy?

What are the biggest fears or frustrations prompting you to look for a solution?

With regards to your ideal business, profit, and growth outcomes, how do you think you will improve all three areas?

What is the biggest obstacle slowing you down or stopping you from achieving this ideal outcome right now?

How would you describe the thing that's blocking you, in addition, can you describe the pain and frustration this block is causing?

With regards to your personal fantasy or just the idea of even being in business, how does that make you feel to desire to go beyond your wildest dreams?

If this fantasy were met, what about it would you most want to brag about, and to whom would you want to brag to and why?

In a perfect business world, what does your ideal week look like to you? Please explain what time do you get up, what kind of food do you eat, what kind of house do you live in and where?



What kinds of false promises by marketers in the past have you fallen for and/or how have you felt taken advantage of?

What fears do you have in business that you don't even want to admit to yourself let alone anyone else?

What does success look like to you?

## **Market Participations**

Who are your biggest heroes (the gurus you like most) generally in your market?

Why do you look up to these gurus and trust them?

What do they symbolize to you?

Who do you most distrust in your market and why?

What do they symbolize to you?

What type of content do you develop and why have you selected to create the kind of content that you have chosen to use?

Describe briefly what your company does as if you are explaining it to a 5th grader:

Describe the products or services that you provide. Please state the names of the products and services below along with a couple of lines of description about each product or service:

Have you done any Advertising online or offline prior to contacting us? If yes, please elaborate as detailed as possible (issues you faced, successes you gained, what you wish was done or not done, budgets, why did you stop?) And what is wrong with your current online/offline Advertising Agency?

## Competitor Questions

# Competition Profile

### 1. Describe all you know about your competitors

Where are the top 5 located?

What does their business do better than your business?

What does your business do better than their business?

How do you specifically fill that void or gaps between them and you?

### 2. Describe as much as possible about your competitors:

## Sales/Selling Questions

# Sales Force - Selling Infrastructure

Describe your sales force/team:

Do you have inside or outside sales people or both?

Give a breakdown of who does what:

How are they paid? Commissions, Salary, Salary + Commission, Draw Against Commission, or Other?:

What are the top salespeople's average income levels?

Have you tried different types of compensation and/or 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 are their overall strengths and weaknesses and how are they best 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/going to take to make improvements?

What are the standards for hiring salespeople, SDR's, Appointment Setters, and Closers?

How much professional sales training has each sales person personally had from your company, and what was the name of the sales training program?

What type of training do you offer your salespeople (both junior and senior level) on an ongoing basis?

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 training generally offered (Internally, Externally, etc.)?

How often is training provided to test competency? Also, 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 closing).

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 versus someone in management?

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 on all methods used?

Do you set goals (quotas) for sales reps or do they set their own; and either way how do you monitor what is being done?

What has your prospecting approach been thus far?

What prospect data do you have (i.e. lists, emails, 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 in as much detail as you can:

Describe your ideal customer as best you can (who comes to mind that you love working with that is already a customer and you want more of those). Age, gender, location, education, income level:

Do you have any content that you use now in your sales or marketing (videos, blogs, websites, YouTube channels, etc.)?

Rate your content by type on a scale from 1 - 10, 10 being the best:

VIDEO:

BLOG:

WEBSITE COPY:

FREE DOWNLOADS:

EMAIL MARKETING:

LIST OUT OTHER COPY YOU DO:

Do you have anyone on your team that would be in charge of creating new copy? Or do you need to outsource this task to us?

How much revenue does a new customer bring in on average? List their lifetime value. This is the total amount an average or ideal customer will spend with you as long as they are your client.

Do you know how much it cost to acquire a new customer?

## How Well Do You Know The Difference Between Strategic Marketing And Tactical Advertising?

### 1. I know the difference between Marketing (Strategy) and Advertising (Tactics)

**Yes**      **No**      Explain in detail:

1. If "YES", define your understanding of the two below:

**Strategy Means:**

**Tactics Means:**

2. I don't have a working knowledge of the two; I basically thought I was marketing when I was advertising. (Check here: )

### Product Website Questions

Do you have a Product Site with one to three products, or do you have a full e-commerce store with ten or more products?

Which payment gateways do you offer? Name all options that you use, such as: PayPal, Stripe, Apple Pay, Credit Cards, Debit Cards, and any Buy Now - Pay Later options.

Do you have Subscriptions, Memberships, or Continuity Support for Recurring Income? Please explain.



Do you expand buyer options with payment plans, trials, or upsells, bundles, cases, pallets, wholesale, truckloads, pre-packaged bulk programs, etc.? Please explain.

Do you double average order value with recommended product add-ons, order bumps and one-click upsales?

Do you recover lost sales with abandoned cart automations?

Do you drive upgrades by creating product tiers, such as good, better, or best options?

Do you use Shipment Station to save on shipping costs?

### **Service Website Questions**

Do you use a traditional upsell/downsell type of funnel, a regular website, or a landing page?

Do you use social media consistently? If so, what platforms are you on, such as FB/IG/LinkedIn/YouTube/X (formally Twitter)?

Do you have a solid hook in your hero section, if you even know what this means?

Do you have a lead capture form above the fold offering some type of lead magnet? Yes or no, and please explain.

Who wrote the website copy on your website; the business owner, in-house staff, or professional copywriter trained in online copywriting?

Do you have your phone number displayed at the top and bottom of all webpages?

Who answers the phone when someone calls; is it the business owner, administrative/VA person, or sales team? Please explain.

Do you offer Strategy Sessions for FREE, or do you offer a PAID Lead Product instead? Please explain.

**For both Product/E-Commerce and Service websites, do you do A/B Split Test on every part of the site over time, especially the check out process, to unlock conversion insights?**

## **Email Questions**

Do you feel that almost all the emails that are currently getting in your inbox are spam and/or you don't know why you are receiving so many emails? Please explain.

Do you think email marketing is only for sending out a corporate newsletter? Please explain.

Do you think email marketing is about having outgoing correspondence where you can just write whatever you want to your audience whether or not it is in line with why they joined your list or not all because you are the business owner?

Please explain in detail what you think email marketing is for and all the ways you can use email marketing to positively impact your business:

## **Customer Relationship Manager**

Can you clearly explain what a CRM is, and the difference between having and using a CRM and using Gmail or Yahoo?

## **Database Creation**

What is an email database and why is it important to have?

## **Email Blast**

What is an email blast?

## **Segmentation**

What is email list segmentation?

## **Selling**

What are different kinds of ways that you sell via email?

## **One-off Emails**

What are one-off or single emails?

## **Referrals**

How many different ways do you know to generate referrals via emails?

## **Cross-Selling**

Do you sell other people's items to your list or sell your items to other people's lists?

## **Stay in touch system (top of mind)**

How often (times per month) do you email your list and (explain what you email them about regularly) such about services or product news, business or industry news, offers, sales/deals, and what other information do you email them?

## **Review, Reputation, and Referral Questions**

Do you believe Reviews are important, or do you feel that everyone is a critic?

Do you have a serious review getting program, yes or no? Please explain.

Do you get good client, customer, or patient sentiments and how do you actually know if they're good or not?

How many Reviews do you have on Google?

Everyone says that their Reputation is important to them, however, how do you actually know if you have a good online Reputation?

Do you have any negative reviews? If so, how many?

What Review Program are you currently using to improve your Review process?

Do you rely on Word of Mouth or do you have a Referral Program? Please explain.

Do you have an offline in-office referral program?

Do you have an online referral program? Please explain.

Do you use a third-party referral program? Please explain.

Do you offer Loyalty Rewards or Incentives of any kind? Please explain.

## Financial Questions

### What Is Your Current Business Revenue Level?

- Nothing, I'm just getting started.
- Between \$1,500 and \$3,000
- Between \$3,000 and \$10,000
- Between \$10,000 and \$25,000
- Between \$25,000 and \$100,000
- Between \$100,000 and \$1,000,000
- Between \$1,000,000 and \$5,000,000
- Between \$5,000,000 and \$10,000,000
- Between \$10,000,000 and \$20,000,000
- Between \$20,000,000 and \$30,000,000
- \$30,000,000 or more

### What Is The Maximum Business Revenue Level You Would Like To Be At Per Year?

- Between \$1,500 and \$3,000
- Between \$3,000 and \$10,000
- Between \$10,000 and \$25,000
- Between \$25,000 and \$100,000
- Between \$100,000 and \$1,000,000
- Between \$1,000,000 and \$5,000,000
- Between \$5,000,000 and \$10,000,000
- Between \$10,000,000 and \$20,000,000
- Between \$20,000,000 and \$30,000,000
- \$30,000,000 or more

**Do you have a monthly marketing budget?:**    No            \$2,500-\$5,000/mo.  
\$5,000-\$10,000/mo.    \$10,000-\$20,000/mo.    \$20,000-\$50,000/mo.    \$100k+ /mo.

What is the Personal Income that you would like to take home after all expenses are paid?

Do you currently have an accountant that is licensed to practice before the IRS?

How do you personally raise capital when you need it, or does your accountant help you with this?

Do you have an LLC, C-Corporation, or S-Corporation?

Is your business a Private Corporation or Publicly Traded Company?

Do you have Key Person Insurance?

Do you currently have a Trust set up to protect your assets? If so, is it Irrevocable or Revocable?

Do you currently have Business Credit established using your EIN# Number and not your personal SSN# Number?



Do you ONLY track Google Analytics, or do you also track KPI's, Income Statements, Profit & Loss Statements, Cash Flow, Email Data, and Call Tracking? Please explain in detail:

## **Final Checkpoint**

Other than yourself, who else would be a responsible party involved in making decisions related to getting started? (list names, titles)

Provided you are a good fit, when would you like to start your Campaign Intensives? (yesterday, next week, next month, etc.)

Why is it important to implement now?

Additional Comments or Questions - list it all out, anything goes here:

Are there any other projects you need help with?

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

**I'm Ready to Get Started Immediately.**  
**(Please explain in as much detail as possible)**

**I'll be ready in three months?**

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

**Bryant, I'm not interested in any of your programs or I'm just not sure because?**

Congratulations on reading through **The Marketing Quiz and Diagnostic Fact-Finding Questionnaire!**

**Please save this file to a folder on your computer where you can easily find it, and email it to: [dominateordiemarketing@gmail.com](mailto:dominateordiemarketing@gmail.com)**

Once completed, Bryant Vickers will call you directly to set **The Double Your Net Profits & Growth Advisory Mentorship Session** within 24 - 48 hours. After he has processed your 15 minute Stoplight Marketing Brief and Consultation Session

**Thank You.**