

Client Checklist - For YOUR Benefit

You want to ascertain whether this is a Client is likely to be willing to invest money for your Services.

Use this Client Checklist to help you determine this.

Some of these questions can be asked verbally or via email.

Other questions will be answered from other conversations you have had with them.

And for the remaining you will determine via your own due diligence (research).

You want to determine in your own mind the answers to these questions to gauge how real a prospect for you they really are.

1. Price Of The Product/Service You Offer?
2. Monthly Turnover Of The Business?
3. Current Marketing Spend?
4. What Is Their Business's Profit Margin?
5. Who Is The Decision Maker?
6. Existing Problem For The Business?
7. How Motivated Are They To Grow Their Business?
8. What Is Their Budget To Support Growth?
9. What Are Their Current Websites?
10. What Is Their Current Online Activity?
11. Traffic Estimates For Main Keyword Phrase (You do yourself)?
12. Competition For Main Keyword Phrase (You do yourself)?

