

Small Business Success Method Assessment

Name:

Company:

Email:

App Name:

Core Product Offering: (What do you sell?)

This could be your best seller or a less productive product/service, but only pick one to focus on.

Ideal Customer: (Who buys it?)

Try to narrow this down to who would be the most likely target to purchase the above chosen product.

What do you help your customers avoid?

Think of this as what pain or negative things you are helping customers solve, such as: stop wasting time, avoid spending unnecessary money, etc.

What do you help your customers achieve?

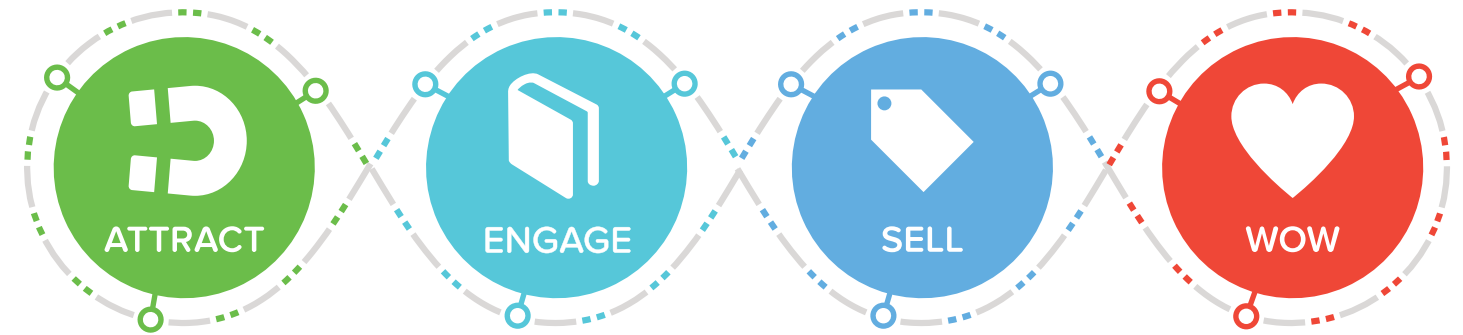
These are the positives or good things you assist customers with. How do you help them to grow, improve, maximize, enhance, etc.?

Why do customers buy from you instead of an alternative?

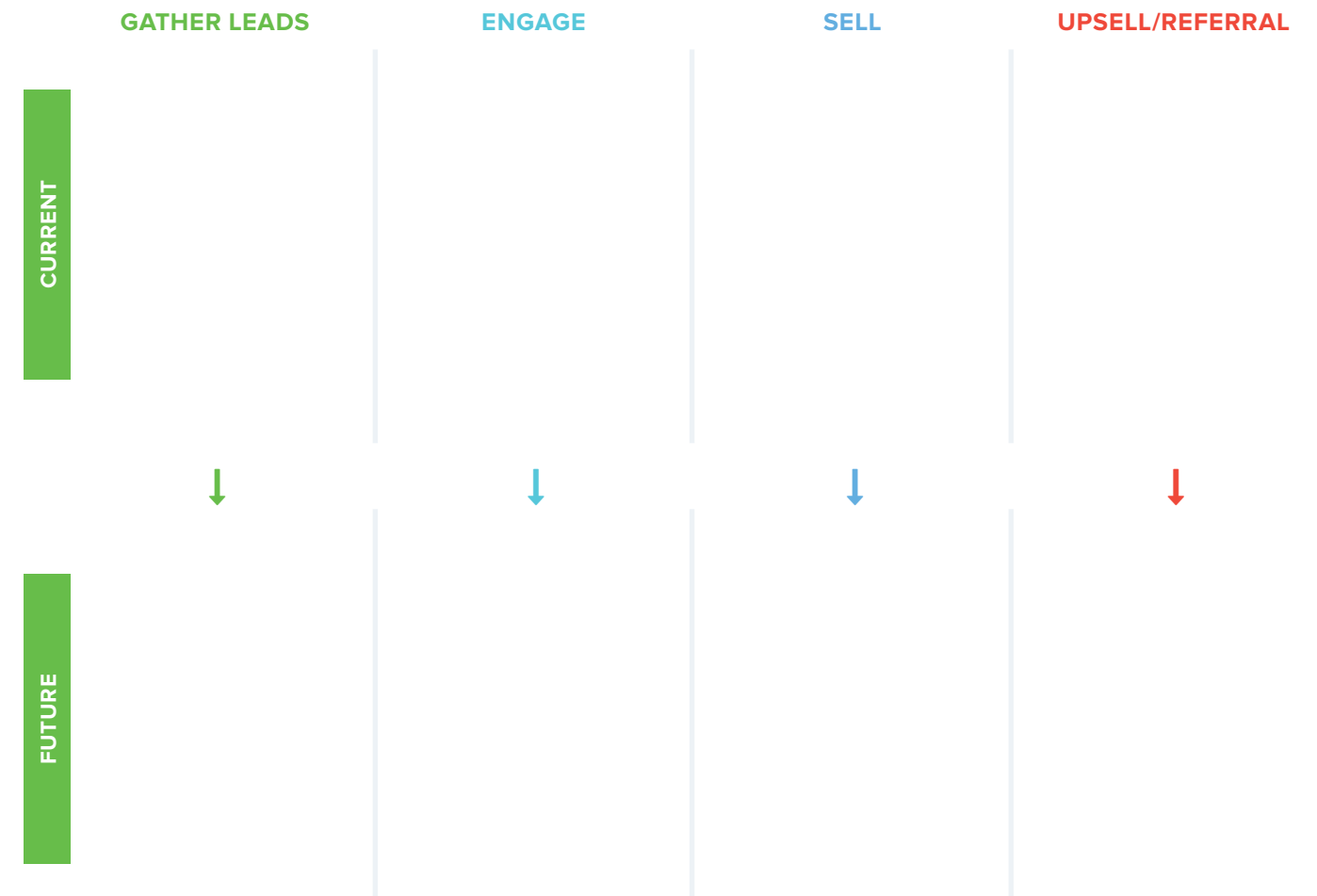
This is your place to shine! What makes your company unique or what bad things DON'T you do that are common amongst others like you?

Do you currently have a list containing prospects or leads that match this ideal customer?

Is this already a current audience of yours or are you reaching for a new group to engage with?



At this point in the assessment, we will translate and organize the sales and marketing efforts for your **Core Product Offering** into the **Lifecycle Marketing** framework to identify future plans, gaps, and opportunities to grow sales and/or save time.



Small Business Success Method Action Planning Worksheet

Create an executable plan for optimal sales and marketing success.

“It’s not how many things you start that make you successful. It’s how many worthwhile things you finish.”

– Peter Turla

Name:

Tactic:

Strategic Objective:

