

SIMPLE ASSESSMENT TOOL – Measure Your Marketing

I. Measure your 10 most recent clients/sales/contracts

Client Name	Source	\$\$\$	Quality

II. Measure your 10 Best Clients in your business as a whole

Client Name	Source	Annual \$\$	Quality

1. What three marketing activities are giving you the best results, and how can you triple their impact?

2. What three new marketing activities should you implement in the next 90 days to help your business evolve and grow?

3. What do your top 10 Clients look like? Where and how can you find more of them?

SIMPLE ASSESSMENT TOOL – Measure Your Marketing (Instructions)

Do you know where your best marketing results are coming from? Are you wasting time and money on marketing that isn't getting you any results? Do you need more ideas on how to generate leads? The ME-I-R marketing process will help you Measure, Evaluate, Improve, and Reproduce marketing that gets results. This tool is free and can be used every month, quarter, and year to help you evaluate and improve your marketing activity.

In the first table, list out your most recent 10 clients. How did you find them? What marketing activities connected you? What is the amount of revenue they brought in? Then, grade the quality of the client using the A, B, C, grading system.

In the second table, make a list of your 10 best clients ever, and answer the same questions.

When done with the tables, answer the 3 questions below.

Is it what you expected?
Were there any surprises?
What's not working?