

# 6 Critical Questions

Before you create your next marketing plan, ask yourself the following:

1

What is the **most important** reason that we need to market ourselves?  
*(E.g. increase sales, achieve greater awareness, reach new audiences, expand market territory, etc.)*

Enter text below:

2

What is the one thing we are doing currently that is causing the most problems for our brand/image and ability to sell or promote our products/services?

Enter text below:

3

When we think of our most favorite clients/customers, what traits come to mind that make us love them? And, how can we find more of them?

Enter text below:

4

What is one thing we could do in the next 6 months to make our clients/ customers adore us and become raving advocates for us?

Enter text below:

5

If we were not limited by our budget, what marketing strategies would we employ immediately to achieve our goals?

Enter text below:

6

Let's assume we have implemented our new marketing strategy. What does success look like one year from now? Be specific.  
*(sales increases, number of employees, new products, new services; types of clients we serve, etc.)*

Enter text below:



*The answer to the above questions should serve as a consistent point of reference for what you plan to do and why you plan to do it.*

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