

Business Detail Questions

**What Is the Business and at what points it is generating most money?

**What are their objectives of growth?

**What are they doing currently for sales and marketing?

*How are they advertising to their prospective customers?

**How much do they spend on advertising and marketing in general?

**How much more business they think they could be doing and handling?

*What are their plans for customer acquisition using digital marketing?

**How much would they pay for 2x, 3x, and 10x growth?

*What is their business story, ie. how did they start + grow + survive etc..?

**What is their prior experience in customer acquisition using digital marketing?

*Describe ideal scenario where they are doing perfect business

Customer Detail Questions

*Who are the people running this business?

Would other people in business like the idea we're suggesting?

*How long have you been doing this business?

How do you usually educate yourself for new things in your business?

Prospective customer details

Who are your customers i.e age, gender, ethnicity, financial status, intelligence centered or social centered or money centered etc..

**How do they find you?

**How do they buy from you?

*Can they get you referrals? if yes then how often do you get referrals.

*What are the biggest reasons they don't or can't buy from you?

**What is their incentive to buy from you instead of someone else?

Related to our business

Would you like to create a website, if you have one make it better?

Would you like to create social media brand?

Would you like to create content?

Would you like to generate pre-qualified leads?

would you like to make it easier to sell for you and buy for your customer?

Would you like to add more human experience in your customer interactions at the same time not hire people?

Would you like to build a database of people who do or can buy from you in future?

