

RTS Publishing, LLC



Business Accelerator Evaluation Kit

The Keys to Unlocking the TRUE Riches in Your
Business and Double in 3 Years or Less

Richelle Shaw

Yes, Richelle!

Attached is the completed Business Evaluation Accelerator Kit and I am ready to change my business and add a couple of more MILLIONS!!

Name _____

Name of Business _____

Address _____

City _____ State _____ Zip _____

Office Tel _____ Office Fax _____

Mobile _____ Home _____

Signature _____

I am available to discuss Richelle – Fixing my business on these dates

Rates for Fix My Business Consultation \$10,000 for 2 days, Plus travel.

Email to Delann@nevadamarketingcenter.com

RTS Publishing, LLC
1489 W. Warm Springs Rd. Ste 110
Henderson, NV 89014
702-966-8410

1GS

1. What Burning Problem is your business solving? Why should your prospect choose YOUR BUSINESS rather than anyone else?

TM

2. Who is Your Target Market – describe them

MC

3. What do you have planned for your marketing? For the Year?

J _____
F _____
M _____
A _____
M _____
J _____

J _____
A _____
S _____
O _____
N _____
D _____

85W

4. How many ways do you attract a customer now? List them below

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

FU

5. What are you doing to convert every lead, prospect? Do you have a sales choreography?

RET

6. How are you keeping all of your customers for life?

REA

7. Is there an alarm bell that sounds when you lose a customer? When should a customer be back to buy from you again?

REF

8. Is there a system in place to Reward, Remind, Acknowledge business from friends, clients, partners?

3GR

9. How are you getting more business from your existing business? List your other products and services.

Continuity

10. Do you have any current services that are billed annually, quarterly or monthly?

Affluent Pricing/Price Elasticity

11. Do you have any Affluent priced items? Also, please list a typical client for the affluent priced options.

Joint Ventures/Partnerships

12. Who are you currently doing joint ventures with? Is there an ideal relationship that you have not completed yet?

13. What frustrates you about your current business, patients or staff?

14. What would you say is your most important priority? Getting new clients, keeping the ones you have or cash flow surge?

15. What are you spending right now for marketing?

16. What would you like your business to look like in 5 years?

17. What are your revenue numbers now?

- a. 2010
- b. 2011
- c. 2012

18. What media are you currently using?

19. What amount are you willing to invest in marketing the business?

Any additional comments for Richelle?
