

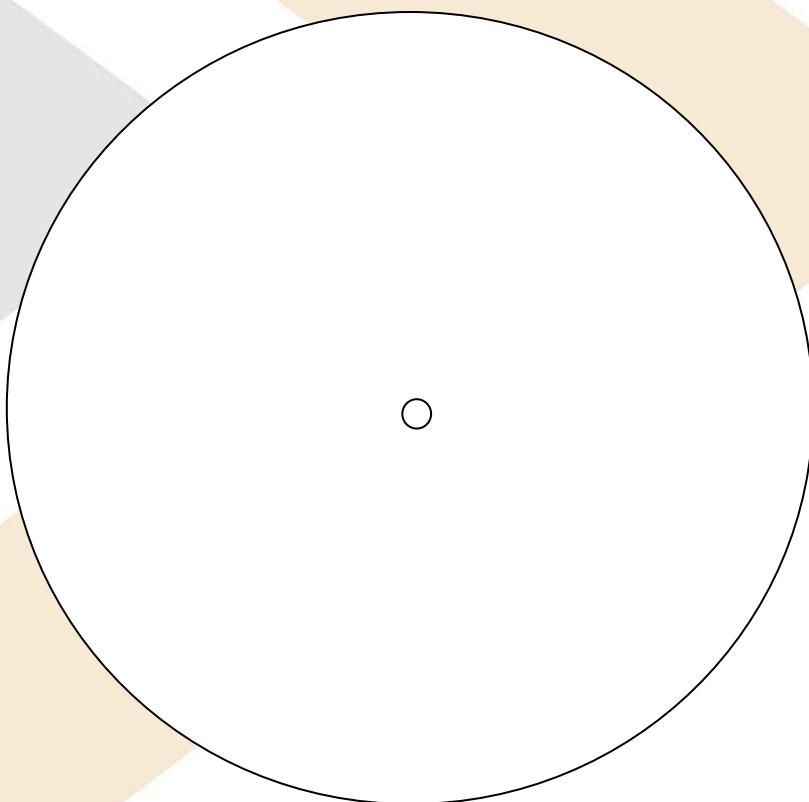


M-E-I-R your Marketing

What is Marketing?

What do you want it to do for you and your business?

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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 great new ideas will you steal from your peers and implement in the next 90 days to help your business evolve and thrive?
3. What do your top 10 Clients look like? Where and how can you find more of them?