**Understanding Your Marketing More Intentionally**

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| How is marketing helping your business? |  |
| What is your budget for a month (or a year) for marketing?  |  |
| What marketing do you pay for right now? |  |
| How do you measure success? |  |

**Please Define Your Top 3 Audiences and What Marketing Campaigns Target Them**

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| What marketing activities do you do? | Draw lines to match. | Who are your target audiences? Pick 3 and match them to the best marketing campaign.  |
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What does it cost to acquire a customer? Please break it out into a small, med, large project example.

These questions may help you identify a few critical elements to successful marketing.

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| Questions | What works for you / your business? |
| What marketing is effective (as in it generates leads and has a good ROI)? |  |
| What do you enjoy doing when it comes to marketing? |  |
| What time do you have? |  |
| What is your annual marketing budget? |  |
| What marketing channels are you using right now? |  |

What specific questions do you hope I will answer?