



**DIFFERENCE  
MAKERS MEDIA**  
BECAUSE YOUR STORIES MATTER

[www.DifferenceMakersMedia.com](http://www.DifferenceMakersMedia.com)

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### STORY MARKETING ASSESSMENT

Yes/No

1. Do you need to communicate your business stories in a compelling way to your audience?

Yes/No

2. Do you have a process for motivating prospective clients or donors to raise their hands and self-identify themselves?

Yes/No

3. Do you have an automated system for consistently staying in touch with prospective clients or donors with messages that are of relevance and interest?

Yes/No

4. Have you identified the most lucrative niche(s) to market your services?

Yes/No

5. Do your marketing materials strongly communicate the benefits clients get from using your services?

Yes/No

6. Do you have a plan for attracting perfect clients?

Yes/No

7. Are you capturing information about everyone who visits your website? Do you offer an incentive for people to provide you with this information?

Yes/No

8. Does the landing page of your website communicate your understanding of the challenges your clients face and the benefits they get by hiring you?

Yes/No

9. Do you provide videos on your website about who you are and what you do?

Yes/No

10. Do you regularly use social media to communicate with your audience?

## What do you want to focus on? *Check all that apply to you.*

- Creating a personal marketing story for my business.
- Online marketing to attract more prospects.
- Producing 1-2 minute web videos to get prospective clients to call us.
- Staying in touch with prospective clients. Developing follow up messages that are relevant and interesting.
- Building our Unique Selling Proposition.
- Personal interview videos to build my branding.
- Scripting and producing videos to educate, motivate, inspire, and empower.
- Writing marketing and promotional materials.
- Getting testimonials that sell our services to prospects.
- Identifying the problems our prospects really care about solving.
- Coaching for the right mindset to strategically attract perfect clients.
- Coaching and training to use Google's tools.
- Coaching and training to be featured on a Hangout On Air program.
- Coaching and training to host your own Google Hangout On Air program.

How ready are you to get noticed as a difference maker in your niche?

(1) - Not ready

(5) - Getting there

(10) - Let's start now!

What is your monthly budget to invest in building your business? \$500-\$750\_\_\_\_\_

\$1000-1500\_\_\_\_\_ \$2000-2500\_\_\_\_\_ \$3000-3500\_\_\_\_\_

Whatever it takes\_\_\_\_\_

Return to: [lynn@difference makersmedia.com](mailto:lynn@difference makersmedia.com).

After our review, we'll determine if you qualify for a complimentary coaching session.

To Your Success,

*Lynn*