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| Client Qualification Interview |
| *“First things first, I think it would be helpful to go over a few questions so I can get to know a little bit more about your business.”* |
| How long have you been in business? |
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| What services do you offer? |
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| Can you describe in detail the services/offers you’re most interested in advertising? (What is actually done, what is the end result or problem solved, what are the benefits, how much does it cost, what is average profit margin?) |
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| Who is your typical/ideal customer that uses your services? (Demographics, Income Levels, Distance from Business, Interests, etc.) |
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| Why would someone choose your business versus a competitor? |
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| Can you describe the current process of how someone typically hires and schedules you for your services? |
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| Who handles your customer service/appointment booking? (Phone calls, emails, etc.) |
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| How quickly do you or your team return calls and/or customer inquiries? |
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| How are your customers currently finding your business? |
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| Are you currently spending money advertising your business? |
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| Do you have a budget dedicated to advertising your business? |
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| What advertising strategies have you tried so far? What has been the most successful? |
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| What has been your biggest struggles with marketing your business? |
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| Why are you filling this out today? Why wouldn’t you just do this yourself? |
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| How many more customers a month could you handle? |
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| Imagine we were to start working together and the first 30 days goes by. What would need to have happened for you to feel like it was a success? |
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| After 12 months goes by? What has happened for you to feel like it was a success? |
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