



Sample Marketing Evaluation Report for [] Report Date: , 2011

Congratulations!

The most attractive website and creative content is useless without a solid value proposition and clear understanding of what you bring to the table from your ideal customer's perspective. Write 2 the Point's mission is to give you the solid foundation you need to create powerful marketing messages that connect, communicate and convert.

This analysis is the first step towards fine-tuning your marketing efforts so they:

- Demonstrate you clearly understand your ideal customer's challenges and desired outcomes
- Communicate what they're *really* buying
- Build trust and credibility
- Answer the key conversion questions lurking in the minds of all your prospects
- Remove risk and doubt with solid proof points
- Detail the outstanding value compared to alternatives and not taking action
- Extend an offer that's too good to pass up

This report outlines the results of Write 2 the Point's comprehensive evaluation including your:

- **Niche**—You can't please everyone and you shouldn't try. The narrower and more specific your niche, the more your content connects.
- **Customer Profile**— Once you've clearly defined who your ideal customers *really* are, you can speak to them in their language about challenges they really care about solving.
- **Value Proposition**—Each customer segment needs to know without a doubt why they should buy from you and no one else.
- **Content**—Your content should make your ideal customer's feel like you're talking to them one-on-one and truly 'get' the world they live in. Plus, it needs to clearly communicate your value proposition, answer their key concerns and prove your solutions will work for them.

Now that you've identified what needs work, the next step is to implement these best practices. Let's transform your marketing presence into something that reflects the real you, makes you stand out and gets results. To request an implementation proposal, please **call me, Tracy Blalock, at 727-455-9010 or email me at tblalock@write2thepoint.net**.

Gratefully yours,

Tracy Blalock

For results the others can only begin to copy



Grade key: Good Job—meeting or exceeding best practices
 OK—close to or meeting best practices but room for improvement
 Needs Work—nowhere to go but up

Marketing Factor	Actual Performance	Grade	Importance/Best Practice (BP)
Niche/Target Segments	Niche is too broad and not clearly identified	Needs Work	BP: The narrower and more specific, the more you can connect with your ideal prospects
Ideal prospect is clear	Not clear who ideal customer is	Needs Work	BP: Content should seem like a one-on-one conversation and make it clear why they're ideal prospects by describing pain points, challenges and desired outcomes.
Customer-focused content	Content is too 'we' or company focused	Needs Work	BP: Use 'you' more than 'we'
Emotional or event triggers	No specific examples of current challenges or reasons why they'd be looking for solution	Needs Work	BP: Content describes why they're looking for your solution in detail to paint picture
Real Benefits	Solid benefits but not specific/quantified or detailed enough	OK	BP: Content describes what they gain/save/ avoid, should be tangible and specific (ie save a full week vs save time), describe what they're really buying (outcomes, experiences) vs features, describe experience/life as your customer
Tie to human needs	References to saving time and money but should be more specific/quantifiable	OK	BP: Content relates benefits to at least one of the following human needs: make money, save money, save time/effort, do something good for family, feel secure, impress others, gain pleasure, improve self, belong to group
Unique Selling Proposition	Doesn't communicate any compelling differentiation	Needs Work	BP: Content makes it clear why they should buy solution from you and no

			one else, USP appeals to head with facts and heart with emotions, addresses top pain points
Confidence	Touches on some concerns but needs to address more heads on	OK	BP: Content removes worry and risk by satisfying top concerns/objections
Consistency	Look, feel and language matches industry and ideal customers	Good Job	BP: Presentation matches solution (ie luxury vacation has graphics and language that convey luxury, trendy to teens)
Proof Points	Have testimonials but could use case studies that detail before/after experiences, # of customers	OK	BP: Share case studies, testimonials, success stories, major clients, expert partners, statistics, before/after comparisons, number of customers, awards, guarantees, endorsements to remove risk and doubt
Power of Testimonials	Testimonials are positive but could use more tangible examples and before/after details regarding how much easier and faster your solution is, what their concerns were before buying and what their actual experience has been	OK	BP: Should answer Will this work for my situation? Is this going to be too hard? Will I have time for this? What if I need to return this? Can I trust this person?, should include specific/tangible results or examples (what good service looks like), diffuses main objections ie thought it was expensive/hard but here's what I found, details, emotions, what life was like before and now— shows before skepticisms and concerns, fears then what you/clients found after buying
Value	No real comparisons	Needs Work	BP: It's clear how your solution is best choice compared to alternatives, delivers more value than price (ie pays for itself in short time), paint clear picture of everything they get (product dimensions, hours of audio, # of CDs or pages in book)

Call to action	Some pages missing call-to-action	OK	BP: Call to action on every page, clear what you want them to do next, offer choices for different behavior preferences
Offer/Urgency	No incentives for buying now	Needs Work	BP: It's clear what it will cost them if they don't act now, special offer, limited time, limited quantity, incentive to act now (free sample, consultation, % off, 2 for 1, Buy 1 Get 1 Free, free installation or shipping, waive registration or setup fee)

Overall Marketing Grade: 27 out of 42

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Write 2 the Point's Marketing Recommendations for []

Value Proposition Suggestions

- Clearly highlight your competitive advantages on the Homepage and Services page with concrete examples
- Send a quarterly survey to existing customers to get their feedback and experience
- Identify a few key clients for case studies that describe their experience both prior to buying your solutions and after, then post on site
- Gather new testimonials that include initial concerns and post-purchase experience
- Add quantifiable figures around how many hours/days they'll save, how many more jobs they could take on, show how solution will pay for itself in a very short time (be specific)
- Translate cost into daily/monthly (i.e. for just \$1 a day)
- Explore possible incentives or package discounts to get them to act now and/or increase total sale

Content Suggestions

- Homepage should make it clear why they're a good prospect, demonstrate you clearly understand their challenges and needs, and describe their current experience
- Homepage, Services page should describe how solutions provide desired outcomes
- Proof all pages for typos, grammar and consistency to project more professional image:
- Go through customer benefits and add specific examples, timeframes, hours—anything that makes them more tangible and quantifiable
- Make sure every page has a call-to-action

Per Page Suggestions

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