



## APPLICATION FOR CONSIDERATION

Please fill out and return to Judy either by fax: 941-921-7440, or by mail: 5592 Eastwind Drive, Sarasota, FL. Please be sure to let me know you've done so by sending an email to: [jw@UnforgettableBrands.com](mailto:jw@UnforgettableBrands.com). I look forward to speaking with you soon!

1. Please provide your full name, email address and best contact phone number.
2. How did you hear about us? Where or when did you connect with Judy?
3. Briefly describe your business:
4. What's your objective for our time together?
5. Are you currently marketing your business? If so what is the biggest challenge?
6. How many hours a month do you spend engaged in marketing activities (networking meetings and events or others)? What are they and how many new clients do you get as a direct result of each?

7. Do your marketing materials represent you and the unique service you provide in the best way possible? If not, why?
  
8. Do you have a database, and if so how large is it?
  
9. If your all your marketing efforts perfectly articulated your unique approach and expertly attracted your Ideal Clients what positive impact would that have on your business?
  
10. On a scale of 1-10, how serious are you about doing what it takes to grow your business this year?
  
11. What would be the cost to you if you don't do something about it now?
  
12. What was your 2009 gross revenue from this business?
  
13. What is your 2010 revenue goal?
  
14. Is there anything else you'd like me to know to serve you better?