

# Self-Assessment

## Fill-in-the-blank Self-Assessment Questionnaire

### Answer the following

Have you identified and define marketing strategies and tactics to use?

Have you developed a fully working strategy using 1 tactic and systemised it?

Have you tested and evaluated the strategy and tactic used?

Describe why the strategy was successful or if it fails; explain why?

Have you documented and delivered the optimum marketing information system for your business audience?

The purpose of the Self-Assessment fill-in-the-blank questionnaire is to assess your progress and help you generate revenue.

You can achieve the latter by learning what marketing entails, its application to your business, customers acquisition, leads generation and sales.

Understanding the strategies and tactics used in the playbook can increase your income if you use them in conjunction with each other to produce better results and gain successful sales.



### Marketing Tips

- Always research your audience
- Always use and resued the strategies and tactics which work best for your business.
- Use your imagination to create pulling strategies that attract your audience.

SOURCE: GIRLFRIDAYZ

### My Personal Support Package



If you need one to one support. We offer a 30 minutes zoom or what's app call monthly to support you and encourage you to implement the playbook tactics and strategies to your advantage and achieve greater in your business.