



# Cornucopia CREATIONS

ART DIRECTION  
THROUGH  
PRINT PRODUCTION  
MANAGEMENT

CAREFULLY CRAFTED  
CUSTOM MARKETING  
CAMPAIGNS

EXPERT WORDSMITHING  
TO NAIL THE MESSAGE

ILLUSTRATION AND  
IMAGE DESIGN THAT  
EXCEEDS  
EXPECTATIONS

## YOUR MARKETING CORE COMPETENCIES TEST

For most business owners, keeping the pipeline full with new prospective clients is an absolute necessity. And whether or not you do your marketing yourself, or hire someone to do all or part of it for you (so you can focus on other core competencies in your business), it's important to assess how you're doing at this work. After all, you may discover a weakness in your system that requires immediate attention.

Read through each statement below and score each competency on a scale of 1 to 10 (1 = poor, 10 = excellent). Answer each question twice: once from your own perspective and then as a client or customer would answer for you. (Take note of the disparity in scores for any one competency!)

AREA OF COMPETENCY (from your perspective and your customers' perspectives)	SCORE
1. I have a clearly defined marketing niche (unique selling proposition).	
2. I have a clear and specific marketing plan to guide my weekly actions.	
3. My marketing plan clearly defines my goals, including defining the market, target customer, how I reach them, how many I plan to convert to customers, cost of acquisition and expected average sale from each customer.	
4. I regularly use a variety of marketing tactics to achieve my goals, such as (but not limited to) email, website, direct mail, yellow pages, social media, blog, newsletters and more to reach new prospects and communicate with my existing customers.	
5. I consistently use a marketing calendar to track and measure the effectiveness of my marketing tools.	
6. I look at my marketing activities from the customer's point of view. I consistently make time to ask my customers and prospects what it is they really want.	
7. I look for ways to amaze my customers by providing exceptional service.	
8. I actively work on developing strategic alliances with other businesses.	
9. My business is oriented toward giving. I provide free consultations, tips, gifts, and information. I make generosity a part of my overall marketing plan.	
10. I consistently use my imagination to develop marketing strategies that are unconventional and that will capture the attention of my target market.	

### TOTAL SCORE:

The areas where you scored low represent obstacles to improving your company's marketing strategy and execution. You may even wish to reassess your scores and rank which ones should receive your top attention.

About Cornucopia Creations...

*"I think the thing that I liked about [working with] you most was that were not afraid to tell me "no," or that my idea was "not a very good one." All too often people tell you what you want to hear and not what you should hear. Thanks for being honest with me. ...Thanks for all your help and advice over the past year."*

~ Todd Krentz, **Mountain Sky Closets**

Concepts liberally borrowed from the ultimate marketing genius: Jay Conrad Levinson, from his marketing bible, *Guerrilla Marketing, Easy and Inexpensive Strategies for Making Big Profits From Your Small Business.*