

## Worksheet To Evaluate Your Business

List all of the ways you are currently marketing your farrier business to new clients in the following categories:

<b>Direct Marketing</b>	<b>Print Ads</b>	<b>Internet (Facebook, etc.)</b>	<b>Business Website</b>	<b>Horse Shows / Events</b>	<b>Referrals</b>

Which three are the most successful? Why?

What's working for others that I could use:

Take your most recent advertising/marketing promotion and ask yourself the questions below in the following six areas:

### Use of Headline

Select One	Elements of Your Advertising / Marketing Promotion
	No headline is evident.
	Headline present, but no big, bold, or exciting promise to the horse owner.
	Headline is vague and contains no meaningful specifics (could apply to any farrier).
	Fails to grab interest of horse owner and keep her reading.
	Headline is effective in grabbing attention, creating interest, and engaging the horse owner so she wants to keep reading and find out what your offer is all about.

### Testimonials

Select One	Elements of Your Advertising / Marketing Promotion
	No testimonials are present.
	Testimonial present, but it is vague and offers no specifics.
	Testimonial is unemotional and impersonal.
	Testimonial doesn't identify you or your farrier practice by name.
	Testimonials all say the same thing, they aren't categorized by how they can answer specific concerns the horse owner may have.
	Testimonial is effective, but would be even better with pictures or videos.
	Outstanding use of emotional, specific testimonials that can eliminate fears in horse owners.

### Use of Reason Why to Overcome Doubts and Explaining Your Specific Offer

Select One	Elements of Your Advertising / Marketing Promotion
	No use of reason why trigger (no explanation about why you're having the promotion).
	Use of reason why is vague and unemotional. Little excitement is created for the horse owner about why she should take action and schedule an appointment with you now.
	Reason why doesn't make sense and horse owner has to guess about why you're doing what you are.
	Reason why is insufficient. It isn't written in a persuasive way.
	Reason why offers solid reasoning and is very persuasive.

### Organization and Layout/ How the Potential Client Will Scan Your Offer

Select One	Elements of Your Advertising / Marketing Promotion
	Layout is confusing and not well thought out.
	Layout is confusing and seemingly has contradictions or many disclaimers.
	Layout isn't summarized visually so it is difficult to see what is going on when it is scanned.
	Layout is clear, but should be summarized.
	Layout is clear, visually summarized and is crystal clear to the potential client. The layout allows the horse owner to see clearly what it is that she should do next.

## Uniqueness of Offer

Select One	Elements of Your Advertising / Marketing Promotion
	Offer is same as everything else the horse owner sees.
	Offer is interesting, but it is vague and offers no specifics.
	Offer is unemotional and impersonal.
	Offer doesn't identify your farrier practice by name.
	Outstanding offer with emotional pull that incites horse owner to take action and call and schedule an appointment with you.

## Call to Action

Select One	Elements of Your Advertising / Marketing Promotion
	No call to action.
	It is ordinary and unexciting. Horse owners aren't going to be excited to respond.
	Offer is unclear and confusing. Confused clients don't take action.
	Offer doesn't clearly tell the client what to do next.
	Complete lack of urgency and deadline.
	Insufficient reward, incentive or bonus for the horse owner to act quickly.
	Insufficient loss, penalty, or fear of loss for the client if she doesn't act quickly.
	Great call to action. It is clear, concise, and speaks to both reward and loss to the horse owner and has urgency so she wants to take action now.

What one thing will you do to better market your farrier practice as a result of this exercise?