



**Good News Coaching Questionnaire**

This confidential questionnaire has been designed to give us an understanding of you, your business, your present marketing strategies, challenges, your opportunities and your interests. We will consider this information when choosing subject matter for our live events, conference and webinar topics. Please feel free to use a separate sheet of paper for your answers so that we get a clear picture of who you are and what your business looks like right now.

YOUR NAME \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

OFFICE PHONE \_\_\_\_\_ CELL PHONE \_\_\_\_\_

EMAIL 1 \_\_\_\_\_ ALT EMAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_ WEBSITE \_\_\_\_\_

WEBSITE \_\_\_\_\_ FACEBOOK \_\_\_\_\_

Note: All messages and information will be sent to email 1 unless indicated otherwise.

**GENERAL BUSINESS DESCRIPTION:**

1. Describe for me what your business looks like right now – how much you sell, how you sell it, who is your target market (niche, expireds, referrals, REO's etc)

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2. Years in business \_\_\_\_\_

3. Marketing methods/media used in the past 2 years

- Advertising – Newspapers, Magazines
- Advertising – Trade Publications, TV Spots
- Direct Mail
- Yellow Pages
- TV infomercial, Radio
- Internet \_\_\_\_\_Specify
- Banner Ads
- Other

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II Experience

4. What is the single biggest obstacle you are faced with at this moment?

- |  |  |                                      |                                      |
|--|--|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Technology      | <input type="checkbox"/> State of Mind       | <input type="checkbox"/> New Agent   | <input type="checkbox"/> Competition |
| <input type="checkbox"/> Systems         | <input type="checkbox"/> Motivation          | <input type="checkbox"/> Stubborn    | <input type="checkbox"/> Broker      |
| <input type="checkbox"/> Lead Generation | <input type="checkbox"/> Personal Challenges | <input type="checkbox"/> Environment | Other: (please list...)              |

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5. What do you want? In other words, why are you considering a coaching program? (What are you looking for out of coaching?)

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Why is this (above) important?

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Ultimately, when you achieve this what else will change in your life?

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6. What is your overriding decision that made you decide to consider coaching?

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III OPPORTUNITY ANALYSIS

7. Describe your most significant competitor, their strengths and weaknesses:

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8. Statistics:

- Annual Sales (last year) \_\_\_\_\_ Year to Date \_\_\_\_\_
- Profits  YES  NO  Improved over last year
- \$ Spent on advertising/marketing last year \_\_\_\_\_ Year to date \_\_\_\_\_
- Hours YOU work on business, avg/week \_\_\_\_\_ Days/wk you work \_\_\_\_\_
- Hours you would like to work \_\_\_\_\_ # of Days/wk you would prefer to work \_\_\_\_\_
- Potential for growth over the next year : 20% 30% 40% 50% Other \_\_\_\_\_ (circle one)

IV MARKETING

9. As best you can, describe your Unique Selling Proposition (USP) Answers the question 'why do business with you?'

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10. On average when you run an ad, send out a letter or postcard, how many responses do you get?

- 1-3  4-6  7-10  More

11. What systems do you have in place in your business? (exclude online business systems)

- Expired System  FSBO System  Past Client  Buyer Seminars  
 Seller Move Up  1<sup>st</sup> Time Buyer  800 IVR System Other : \_\_\_\_\_

12. What has been, or is, the most successful marketing effort you have used in your business and why?

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13. Do you have a website? \_\_\_\_\_ What is your URL ? \_\_\_\_\_  
What is the focus of your website? (Buyers/Sellers/Branding/Other) \_\_\_\_\_

14. how have you utilized technology and the Internet to position yourself for more business?

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15. Do you keep in touch with past clients regularly? YES NO

16. Do you offer a satisfaction program or guarantee? YES NO

17. Have you been in coaching programs before? YES NO

(please describe if yes) \_\_\_\_\_

18. Do you believe that a “Coaching Program” that offered a step-by-step, easy to understand process would be valuable to you?

Why? Or Why Not?

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PERSONAL INSIGHT

19. Have you achieved the success you thought you would at this point in your life? Why or Why not?

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20. Are you willing to apply the knowledge and systems you learn in the program to reach your goals?

YES NO

21. What “DRIVES” you in life? Answers the question – ‘Why get up and go to work today?’

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22. Have you taken the DISC personality profile? YES NO

Do you know which personality trait you tend to lead from in work? \_\_\_\_\_ D I S C

Do you know which personality trait you tend to lead from at home? \_\_\_\_\_ D I S C

Please use the space below to tell us anything about yourself that you feel is important to help you achieve your goals in business and in life.

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Fax to : 214-317-4871 or Email to : [Lisa@LisaCreed.com](mailto:Lisa@LisaCreed.com)

