



Great Lakes All About Media is a Radio Consultancy Company designed to grow your business with overall review, interaction with the management and staff and accountability! Let's begin with a

F R E E

Business Effectiveness Checkup!

SECTION 1: ABOUT YOUR BUSINESS

1. What best describes your business?

☐ Retail ☐ Service ☐ Professional ☐ Medical ☐ Non-profit ☐

Other: _____

2. How long have you been in business?

☐ Less than 1 year ☐ 1–3 years ☐ 4–10 years ☐ 10+ years

3. What is your primary service or product?

4. Who is your ideal customer? (Age, gender, location, interests, etc.)

SECTION 2: CURRENT ADVERTISING

5. **Where are you currently advertising?** (Check all that apply)
☐ Radio ☐ Streaming audio ☐ Social media ☐ Google ☐ TV ☐ Print ☐ Email ☐ None
6. **How long have you been running your current advertising?**
☐ Less than 3 months ☐ 3–6 months ☐ 6–12 months ☐ 1+ years
7. **Are you using the same message across all platforms?**
☐ Yes ☐ No ☐ Not sure
8. **How often do you change your advertising message?**
☐ Monthly ☐ Quarterly ☐ Rarely ☐ Never
9. **Do you have a clear call-to-action in your ads?**
☐ Yes ☐ Sometimes ☐ No ☐ Not sure

SECTION 3: RESULTS & PERFORMANCE

10. **How do you currently measure advertising success?**
☐ Sales ☐ Phone calls ☐ Website traffic ☐ Walk-ins ☐ I don't track it
11. **Are you satisfied with your advertising results?**
☐ Very satisfied ☐ Somewhat satisfied ☐ Not satisfied
12. **What do you believe *is* working in your advertising?**
13. **What do you believe *is not* working?**

SECTION 4: GOALS & CHALLENGES

14. **What is your #1 business goal right now?**
☐ More leads ☐ More sales ☐ Brand awareness ☐ New customers
☐ Retention
15. **What do you want your advertising to do better in the next 90 days?**
16. **What do you feel is holding your advertising back?**
☐ Budget ☐ Messaging ☐ Reach ☐ Consistency ☐ Strategy ☐ Unsure

17. **Do you feel your advertising matches how your business is positioned today?**
☐ Yes ☐ No ☐ Not sure

SECTION 5: BUDGET & STRATEGY

- Do you currently have a set advertising budget?**
☐ Yes ☐ No ☐ Somewhat

18. **If your advertising worked better, what would that mean for your business?**
20. **Would you like a complimentary review of your results and opportunities?**
☐ Yes ☐ Maybe ☐ Not at this time

BUSINESS & TARGET CLARITY

21. **1. My primary product or service is clearly defined:**
☐ Yes (2 pts)
☐ Somewhat (1 pt)
☐ Not clearly (0 pts)
22. **2. I clearly understand my ideal customer:**
☐ Yes (2 pts)
☐ Somewhat (1 pt)
☐ Not sure (0 pts)
23. **3. My target service area is clearly defined:**
☐ Yes (2 pts)
☐ Somewhat (1 pt)
☐ Not defined (0 pts)

CURRENT ADVERTISING STRATEGY

24. **4. I currently advertise using:**
☐ 3 or more platforms (Radio, Digital, Social, etc.) (2 pts)

- ☐ 1–2 platforms (1 pt)
- ☐ I am not advertising consistently (0 pts)
- 25. **5. My advertising has been running consistently:**
 - ☐ 6+ months (2 pts)
 - ☐ 3–6 months (1 pt)
 - ☐ Less than 3 months / sporadic (0 pts)
- 26. **6. My advertising message is consistent across platforms:**
 - ☐ Yes (2 pts)
 - ☐ Somewhat (1 pt)
 - ☐ No / Not sure (0 pts)
- 27. **7. I refresh or update advertising campaigns:**
 - ☐ Monthly or Quarterly (2 pts)
 - ☐ Once or twice per year (1 pt)
 - ☐ Rarely or never (0 pts)
- 28. **8. My ads contain a strong call-to-action:**
 - ☐ Yes (2 pts)
 - ☐ Sometimes (1 pt)
 - ☐ No (0 pts)

PERFORMANCE & RESULTS

- 29. **9. I know where most of my new customers come from:**
 - ☐ Yes (2 pts)
 - ☐ Somewhat (1 pt)
 - ☐ Not sure (0 pts)
- 30. **10. I track advertising results using:**
 - ☐ Multiple tracking methods (2 pts)
 - ☐ One tracking method (1 pt)
 - ☐ I do not track results (0 pts)
- 31. **11. I am satisfied with my advertising performance:**
 - ☐ Very satisfied (2 pts)

- ☐ Somewhat satisfied (1 pt)
- ☐ Not satisfied / Unsure (0 pts)

32. **12. Advertising that has worked BEST for my business:**
(2 pts = Clear answer, 1 pt = General, 0 pts = Unsure)

13. Advertising that has worked LEAST for my business:
(2 pts = Clear insight, 1 pt = General, 0 pts = Unsure)

GOALS & STRATEGY

33. **14. My primary business goal for the next 6-12 months is clearly defined:**

- ☐ Yes (2 pts)
- ☐ Somewhat (1 pt)
- ☐ No (0 pts)

34. **15. I understand what is preventing advertising success:**

- ☐ Yes (2 pts)
- ☐ Somewhat (1 pt)
- ☐ Not sure (0 pts)

35. **16. I follow a written marketing or advertising plan:**

- ☐ Yes (2 pts)
- ☐ Informal plan (1 pt)
- ☐ No plan (0 pts)

BUDGET & GROWTH VISION

36. **17. I maintain a consistent advertising budget:**

- ☐ Yes (2 pts)
- ☐ Somewhat flexible (1 pt)
- ☐ No set budget (0 pts)

37. **18. I understand the return on investment from advertising:**

- ☐ Yes (2 pts)

☐ Somewhat (1 pt)

☐ No (0 pts)

38. **19. If my advertising improved, I know how it would impact sales:**

☐ Yes (2 pts)

☐ Somewhat (1 pt)

☐ Not sure (0 pts)

39. **20. What would success look like if advertising worked better?**

40. (2 pts = Measurable goal, 1 pt = General growth, 0 pts = Unsure)

★ **TOTAL SCORE:** _____ / 40

Name/Business: _____

Phone/Email: _____

The 5 minute Adverting Profit check-up is on Next Page!



FREE No-Obligation Advertising Effectiveness Checklist

“Discover If Your Advertising Is Leaving Money on the Table”

“The 5-Minute Advertising Profit Checkup”

✓ Advertising Effectiveness Scoring Method

● Section 1: Business & Target Clarity

(Questions 3, 4, 5)

Scoring:

- **2 Points** – Clear, detailed, well-defined answers
- **1 Point** – Some clarity but vague
- **0 Points** – No clear target or positioning

Maximum Section Score: 6 Points

● Section 2: Advertising Consistency & Strategy

(Questions 6–10)

Scoring:

Q6 – Multi-Platform Presence

- 2 = Uses 3+ platforms strategically
- 1 = Uses 1–2 platforms
- 0 = Not advertising or random placement

Q7 – Campaign Duration

- 2 = 6 months or longer (consistent branding)
- 1 = 3–6 months
- 0 = Less than 3 months / inconsistent

Q8 – Message Consistency

- 2 = Yes
- 1 = Somewhat
- 0 = No / Not sure

Q9 – Message Updates

- 2 = Monthly or Quarterly
- 1 = Annual refresh
- 0 = Rarely / Never

Q10 – Call to Action

- 2 = Strong & clear
- 1 = Occasional or weak
- 0 = None

Maximum Section Score: 10 Points

Section 3: Performance Tracking

(Questions 11–13)

Scoring:

Q11 – Lead Awareness

- 2 = Tracks and knows main lead sources
- 1 = Has general idea
- 0 = Not sure

Q12 – Tracking Systems

- 2 = Uses multiple tracking methods
- 1 = Tracks one metric
- 0 = No tracking

Q13 – Satisfaction Level

- 2 = Very satisfied
- 1 = Somewhat satisfied
- 0 = Not satisfied / unsure

Maximum Section Score: 6 Points

Section 4: Strategic Direction

(Questions 14–18)

Scoring:

Q14 & Q15 – Advertising Awareness

- 2 = Provides clear insight into wins & losses
- 1 = Limited awareness
- 0 = No clear understanding

Q16 – Defined Business Goals

- 2 = Specific measurable goal
- 1 = General growth goal
- 0 = No clear goal

Q17 – Barrier Recognition

- 2 = Identifies specific obstacles
- 1 = Unsure but acknowledges issues
- 0 = No awareness

Q18 – Marketing Plan

- 2 = Written & followed
- 1 = Informal plan
- 0 = No plan

Maximum Section Score: 10 Points

Section 5: Budget & Growth Vision

(Questions 19–20)

Scoring:

Q19 – Budget Structure

- 2 = Defined & consistent
- 1 = Flexible / irregular
- 0 = No budget

Q20 – Vision of Success

- 2 = Clear measurable success definition
- 1 = General growth idea
- 0 = No defined outcome

Maximum Section Score: 4 Points

 **Total Possible Score: 36 Points**

**Complete the bpth Checklists, Copy and paste it and send to:
tomklein@allaboutmedia.co, I'll review it and set up a time we can
Zoom or conference call to review the check-up! A reminder this is a
free checklist check-up with no obligation!**

Call or e-mail Tom Klein

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