



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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