



### Traffic Talk: Getting Clear On Your Business

The answers to these questions are purely for you, just noting them down will make things clearer and give you a starting point.

<b>Let's work through the questions I ask on the call. Note down your answers so that you can refer to them later.</b>	
<b>Q1:</b> Are you completely clear on what you are selling in your business, do you want to expand or focus in on certain products/services.	
Do you know which of your product/services sell best and bring you the most profit?	
<b>Q2:</b> Do you understand clearly the problem you are solving for your clients or the benefit you are bringing to their life?	
Can you clearly state your unique selling proposition – how do you differentiate your business – is it on price, quality, service, twist, trust, values, reliability etc?	



<p><b>Q3:</b> Take a step back and look at your business as though for the first time. Consider your website, social media, newsletter, packaging, advertising etc and then answer these questions.</p>	
<p>Is your brand cohesive, if I looked at all the different elements would I know it was the same company? Things like colours, logo, type of content, voice etc.</p>	
<p>Can I clearly hear your authentic voice in your marketing – can I understand who you are and what you offer.</p>	
<p><b>Q4:</b> Do you know exactly how much income your business has generated and how much profit it has made, year on year for the last 3 years – or as long as you have been in business? If so write it down.</p>	
<p>Do you have a clear figure in mind for what income you want your business to generate this year?</p>	
<p><b>Q5:</b> Let's track those stats! I want you to write down a starting point now and then monitor these month on month so you can understand what is working well in terms of your marketing and also so you gain motivation as the figures rise.</p>	



Current newsletter subscribers	
Monthly unique visitors to your website/blog/online store	
Monthly page views on your website/blog/ online store	
Your social media figures (pick whichever you use)	
Facebook	
Twitter	
Pinterest	
Instagram	
G+	
LinkedIn	
YouTube	
Other	
Other	