

Questionnaire for potential advertisers / sponsors

1. What is the name of your business?
2. What kinds of products and/or services do you sell?
3. Describe your ideal customer? i.e. Who would you like more of in your business?
4. How do your customers buy from you?
In person, over the phone, online?
5. How often do your customers buy from you?
Daily, weekly, monthly, or?
6. How do your customers buy from you? Cash, credit card, your own form of credit, recurring payments?
7. Where are you currently advertising?
8. How often do you currently advertise?
9. What is the most successful thing you've ever done to attract more customers?
10. Are there any other ways that you attract customers?
(Do you have a prime location? Do you host events?)

11. Are there any other ways you attract customers?

12. How often do you currently advertise?

Daily, weekly, monthly, seasonally, annually

13. Do you have a website? If so, are you happy with your website?

What, if anything, would you change on your website?

14. Do you already have advertising materials and designs or will you need us to help you develop your ad campaign?

These last two questions may be difficult to ask, but if you have enough rapport with potential advertisers, the answers can be enormously helpful:

1. How much are you currently spending on advertising?

2. How much would you be willing to spend to advertise with us if we could bring you more of your ideal customers?

3. Is there anything else we can do to help you be more successful?