**?? QUESTIONS MARKETERS ASK THEIR CLIENTS ??**



Important information----INTRODUCTION TO THE CLIENT.

* Who you are
* What “skills” do you have
* Why you chose their program
* What you know about their program
* How excited you are
* Explain how you are up for the challenge
* Always act excited about everything they request from you
* Explanation, questioning, reiterating is better than assumption
* \*\*somebody should be talking, somebody should be writing\*\*
1. Is social Media important to your program? For example do you want us to produce a Facebook Page, Twitter Account, etc.
2. If so, what would you like us to post/tweet about?
3. In terms of paper marketing, what is important to you? For example brochures, posters, information sheets, etc.
4. ![C:\Users\jbachart\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\TQA3WDYE\MP900382673[1].jpg]()If so, what would you like us to put on the paper marketing?
5. Do you have a website?
6. If so would you like us to manage it?
7. If not, would you like us to make one for you?

Conclude with a “thank you for your time” and an “I will get back to you”. At this point you will tell them that you will summarize everything that was discussed in your meeting and you will email with the summary to discuss second steps.

Send an email later just simply stating that you enjoyed speaking with them and you look forward to working with them.

\*\*May 17th is the last day of promotion and activity. However, if you want to continue on you may tell them that you are willing to do this on your own time.

FAKE IT TILL YOU MAKE IT! Positive!