

Confidential Advertiser Analysis

Business Profile

ADVERTISER NAME:	
ADDRESS:	
PHONE:	
KEY CONTACTS AND TITLES (Please note these are the final "decision-makers"):	
TYPE OF BUSINESS: (retail/service)	
BUSINESS INFORMATION: Days/Hours:: Number of Units: Number of Employees:	
WHAT ARE THE ADVERTISER'S PRODUCTS AND/OR SERVICES?	
WHAT ARE THEIR MARKET-ING NICHE/UNIQUE SELLING PROPOSITION?	
WHO ARE THE ADVERTISER'S MAJOR COMPETITORS?	
WHAT ARE THE COMPETITORS' STRENGTHS AND WEAKNESSES?	
HOW DOES THIS ADVERTISER RANK AGAINST THEIR COMPETITOR(S)?	
WHAT TRENDS OR CHANGES ARE CHANGING THE WAY THEY PRESENTLY DO BUSINESS?	
LIST THE ADVERTISER'S THREE MOST PRESSING BUSINESS CHALLENGES?	
WHAT ARE THE ADVERTISER'S PRIMARY GOALS TO BE ACHIEVED?	

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Advertiser's Customer Profile

	<input type="checkbox"/> FEMALE <input type="checkbox"/> MALE AGES: INCOME:
WHAT IS A NEW CUSTOMER WORTH?	
WHERE DO THE BULK OF THEIR CUSTOMERS RESIDE?	
WHAT DO THE CUSTOMERS' THINK ABOUT THE ADVERTISER?	
REASON THEY BUY FROM THE ADVERTISER AND NOT SOMEONE ELSE (USP BEFORE)?	
HOW DO MOST CUSTOMERS HEAR ABOUT THE ADVERTISER?	
WHAT NEW TYPES OF CUSTOMERS WOULD THIS ADVERTISER LIKE TO ATTRACT (AGE/INCOME)?	

Advertising Profile

HOW IS THIS ADVERTISER PRESENTLY MARKETING THEIR BUSINESS?	
WHAT HAVE BEEN THE MOST SUCCESSFUL PROMOTIONS?	
WHAT IS THEIR CURRENT ADVERTISING SPENDING PER YEAR?	
WHAT PERCENTAGE OF GROSS SALES DOES THE ABOVE NUMBER REPRESENT?	

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Newspaper

WHAT DOES THIS ADVERTISER LIKE OR DISLIKE ABOUT OUR NEWSPAPER PRODUCTS?	
RESULTS FROM PREVIOUS ADVERTISING (IF ANY):	
HOW ARE THE RESULTS BEING MEASURED?	

Other Media

NAME OTHER MEDIA HERE:	
LIKES/DISLIKES:	
RESULTS:	
HOW MEASURED:	

NAME OTHER MEDIA HERE:	
LIKES/DISLIKES:	
RESULTS:	
HOW MEASURED:	

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Goals

WHAT ARE THIS ADVERTISER'S GOALS OVER THE NEXT YEAR (QUARTER/MONTH)?	
PLAN TO REACH THEM:	
HOW CAN I BE OF MORE SERVICE TO YOU IN ACHIEVING THIS GOAL?	
WHAT DO YOU EXPECT FROM AN ADVERTISING SALES REPRESENTATIVE?	

Personal Information

CONTACT'S BIRTHDAY?	
FAMILY INFORMATION	
HOBBIES:	
BUSINESS/COMMUNITY ORGANIZATIONS:	

Additional Information