

Performance Item	Score	Researcher notes	Explanation
Do you appeal explicitly to your Target Customer Group? Do you mention who you are suitable for?	10%	With no website it's impossible to appeal to your Target Customer Groups.	<i>By appealing directly to your Target Customers you accomplish three things. You gain an edge over broad-brushed competitors. You also build rapport with the customer who meets the person you are looking for. Finally, you convey that you have a polished organization.</i>
How well defined are your products and services? Are they too broad? Too narrow?	10%	Without a website it's nearly impossible to find out about the restaurant. 97% of customers research a business online before visiting it.	<i>Too broad an offering and you lose to specialists. Too narrow and you lose to one-stops. Our strategy Your Products and Services are Defined will increase profits by first analyzing your industry and then positioning you uniquely among your competitors.</i>
How effective is your Profile Statement? Does it describe management and company history?	10%	Without a website there is no Profile Statement.	<i>Customers trust businesses they buy from. In You Have a Website Campaign we design a Profile Statement that includes your history, philosophy, unique strengths... and does it using influential methods without dated cliches.</i>
Do you have a well-written Mission Statement, Corporate Mantra, Social Values Statement and possibly Vision Statement?	10%	We need a Mission Statement, Profile Statement, Social Values Statement and possibly a Corporate Mantra.	<i>Mission Statements create Corporate Presence, resulting in greater revenues. In You Have a Set of Mission Statements we create all 5 of them in a way that a securities analyst would be proud of.</i>
How is your Google ranking, both locally and within your county?	100%	Very good! In a search for "Worcester MA Bakery café" I find you on page 1. Very good for a crowded city like Worcester.	
If appropriate, do you have an email or newsletter signup?	10%	There isn't a website so there can't be one. I'd like to add one, announcing new bakery and menu items.	<i>Having one allows you to create a marketing database and have the ability to regularly reach your Target Customers, so at the buying moment your name comes to their minds.</i>
How attractive and complete is your website? Does it have a calendar of events, news, and product announcements?	10%	There isn't any website.	<i>ACTIVE websites sell. So it's important to have all the pages you'll be needing on which to post regular new content. You Have a Website Campaign ensures that you do.</i>
How frequently do you add content to your website?	10%	There is not website activity.	<i>Activity drives Google ranking, impresses customers, and keeps your employees energized. In You Have a Website Campaign we determine what content is most relevant and then create an Editorial Calendar to tell you what to post to your site, and when.</i>
How persuasive are your sales scripts? Are they cliched? Too salesy? Influential? Typical?	10%	there is no website to offer such sales scripts.	<i>"Quality and service" doesn't do it anymore. In You Launch Sales Campaigns we bring your sales scripts to current standards, removing cliches, sales jargon, and instead presents what research has shown to be influential. As a result you'll also stand out from your competitors.</i>

When was your last product announcement? Was their a planned sales rollout for it?	10%	There is no website on which to post new offerings.	<i>We like to see a continual product launches, each with a planned rollout for your marketing and sales staff. Our unit You Launch Sales Campaigns plans a rollout, including writing sales scripts.</i>
How strong is your presence on LinkedIn, Pinterest, Foursquare or other social media besides Facebook?	100%	Excellent presence on Foursquare.com	
How active are you on Facebook? How appropriate are your posts?	20%	You only have two entries on Facebook. I'd like to see weekly posts or more. This is important for such a personal business, especially since you don't presently have a website.	<i>Facebook is a fact of life for the consumer-oriented business. But it's a double-edged sword. Posts need to be made with the timing, content and quality spot on. Our Your Social Media Campaign Makes You Shine does just that.</i>
How strong is your Brand Image?	10%	Your Brand Image is weakened by not having a website.	<i>A defined Brand Image increases your appeal, and facilitates target marketing. We'll help define that image through Your Products and Services are Defined then plan implementation across your marketing channels.</i>
How substantial is your Corporate Presence? Do you appear the whale, or the tiny minnow in your industry?	10%	Without a website your Corporate Presence is minimal. I want to create a Wordpress site on which you can post what your competitors are posting.	<i>We want you to appear sizeable to the outside world. While a Mom & Pop operation is nice, it doesn't easily meet the competitive demands of today's marketplace. Most of our Performance Enhancement Strategies increase your Corporate Presence.</i>
Are you on Google Places? Where do you rank?	100%	Yes you are on Google Places. The rating could be a little higher, but here what's important is that you are on Google Places with a reasonable ranking on the list.	
How are your Yelp reviews? What do they suggest for employee training or better efficiencies?	20%	Reviews aren't good, suggesting that it is time to implement a Customer Service Program and codify consistency.	<i>We use customer feedback to discern improvement needs. When we find negative reviews, we harness the necessary strategies to prevent them. Your Efficiency is Cutting Edge and Your Customer Service is Exemplary contribute to great reviews.</i>
Do you have a blog? Are the postings tailored to your Target Customers?	10%	There isn't a blog, but should be for a restaurant.	<i>In our Performance Enhancement Strategy Your Social Media Shines, we'll examine what posts belong on your blog. The result will be a greater draw due to something to advertise, resulting in higher</i>
How are your Angie's List reviews? What do they suggest for employee training or better efficiencies?	100%	Angie's doesn't apply to this industry.	
What are your Yelp and Angie's List <u>ratings</u> ? Are there many of them?	30%	Ratings are 3, with 36 reviews. While I LOVE that you've gotten so many reviews, a rating of 3 is low for the internet (for reasons I won't get into here). I want to improve customer service and consistency.	<i>Both the number of reviews as well as the overall rating are a clue to whether your efficiency is where it should be. Our Your Efficiency is Cutting Edge strategy will improve that.</i>
Is your email address a dedicated domain?	10%	With no email, there is no email published.	<i>A free email address will decimate your Corporate Presence. A few of our strategies are designed to boost your Corporate Presence. A larger presence translates to pricier customers.</i>
How do you compare to your competitors?	20%	Crown Bakery has a Contact Us on their website, and good descriptions of their products. Mrs. Mack's has much the same. We need to build a website for our business to compete.	<i>We believe that having unique traits in your industry eases the competition and increases your prices. We help define your products, analyze the industry, and position you properly in your industry.</i>

Do you have a downloadable brochure or menu? Do you have one for each area of customer interest?	10%	No website means no downloadable menu.	<i>We'll put together a brochure that highlights your unique strengths and incorporates the latest trends in influence. It will increase profits by appealing to your Target Customers.</i>
How prepared is your business for expansion? Do you have most of your ducks in a row?	20%	Without a website this business is not ready for expansion. We also need to remedy the mediocre 3-star reviews on Yelp.	<i>A business should have all its areas in order before expanding. But once it does, it should expand to within the constraints of its owners Grand Vision. You Expand Your Business plans your expansion, including financing, once you are ready to do so.</i>
How unique are you in your industry?	10%	Without a website it's almost impossible to tout unique strengths and specialties.	<i>Great products and low prices is a recipe for low profits. Much better in the world of competition is to offer something unique, however subtle. Our unit Your Products and Services are Defined will analyze the industry and position you properly within it.</i>

BUSINESS PERFORMANCE SCORE: 29% Businesses sometimes have rankings at this level. Typically it means there are a lot of marketing, sales, and operational tactics and strategies which are not being implemented. Doing so will likely increase profitability quickly, which is a great opportunity.

RECOMMENDED STRATEGIES:

- You Have a Website Campaign
- Your Marketing Plan Excites Everyone
- Your Efficiency is Cutting Edge