



MARKETING AUDIT

Would you like to attract more clients to your business, so you can increase your income and spend more time doing the work you love? Our Marketing Audit is a comprehensive analysis that will identify the most effective and efficient ways for you to market your business, so you can start attracting new clients right away.

First, we schedule a meeting via phone, Zoom or in person (Seattle area). You fill out a questionnaire before our meeting time, then we'll ask you a bunch of questions about your business and past/ present marketing activities. If you don't have all of the answers, it's ok. The analysis takes into consideration your business setup, short and long term goals, your personality, time constraints and the assumption that you'd like a life outside of work. After, we'll provide you with a customized marketing roadmap, outlining a simple, realistic path for you to reach your goals. Our recommendations focus on helping you attract more ideal clients, boost your professional credibility, increase your cash flow, and finally see your hard work start paying off.

What's Included

Our Marketing Audit is a comprehensive review that will help us understand you and your business better. After our meeting, we'll provide you with customized marketing recommendations tailored to your unique business. We'll outline the best methods and places for you to market your business to increase your client base and generate more consistent income. Examples of recommendations may include:

- Website – design or redesign
- Newsletter – creating templates and managing your email list
- Branding – making all of your marketing look and sound consistent
- Social media – identifying which channels best suit your business
- Content coaching – for your website, blog, newsletter and social media
- Ways to improve your search engine rankings (SEO)
- Best practices for developing a referral network
- Where to find and connect with new customers, online and offline

How it Works

The process is simple. We schedule a time to meet via phone, Zoom or in person (Seattle area) to learn about your business. You fill out a questionnaire, then discuss your business structure, past/present marketing activities, target customers and short- to long-term goals. If you don't know the answers to these questions, it's ok. we'll talk you through it. A week later, we have a follow-up call to discuss the recommendations and answer your questions. You may then implement our recommendations on your own, or hire us to help you.

Cost

The Marketing Audit costs \$699 and takes approximately 60-75 minutes, plus one 30 minute follow-up call. Payment in full is due on the day of our meeting via cash, check or PayPal.

My team and I work with alternative healthcare businesses as well as other conscious small business owners. To see some of the projects I've done for clients, visit my [website](#). Contact me to [schedule your Marketing Audit](#) and pave the way to a stronger client base and a more successful business!

Diana Khoury, NBCR
Owner, Alternative Health Marketing