



Are you ready for a custom list of marketing leads? Or is your marketing program more suited for a general list? Take this quiz to help you see what's right for you.

|    |                                                                                                               | Strongly disagree | Somewhat disagree | Unsure or neutral | Somewhat agree | Strongly agree |
|----|---------------------------------------------------------------------------------------------------------------|-------------------|-------------------|-------------------|----------------|----------------|
| 1  | Your <a href="#">market niche</a> is highly defined                                                           | 1                 | 2                 | 3                 | 4              | 5              |
| 2  | Geographical targeting important                                                                              | 1                 | 2                 | 3                 | 4              | 5              |
| 3  | Your marketing copy tested, proven                                                                            | 1                 | 2                 | 3                 | 4              | 5              |
| 4  | <a href="#">Subject lines</a> tested, proven                                                                  | 1                 | 2                 | 3                 | 4              | 5              |
| 5  | The Lifetime Value of your customer is well established and/or high                                           | 1                 | 2                 | 3                 | 4              | 5              |
| 6  | Squeeze pages tested, proven                                                                                  | 1                 | 2                 | 3                 | 4              | 5              |
| 7  | The benefits and solutions offered by your product and services are well defined.                             | 1                 | 2                 | 3                 | 4              | 5              |
| 8  | Your product or service Unique Selling Proposition is well defined                                            | 1                 | 2                 | 3                 | 4              | 5              |
| 9  | You have well-established measurement tools                                                                   | 1                 | 2                 | 3                 | 4              | 5              |
| 10 | Significant time constraints prevent you from managing the mailing yourself/not a productive use of your time | 1                 | 2                 | 3                 | 4              | 5              |
| 11 | Well developed <a href="#">autoresponder</a> (follow-up) sequences                                            | 1                 | 2                 | 3                 | 4              | 5              |
| 12 | Your marketing budget can sustain an investment of \$0.40 per lead or more                                    | 1                 | 2                 | 3                 | 4              | 5              |
| 13 | You or your staff are not technically savvy, i.e., working with xls or csv files is a pain                    | 1                 | 2                 | 3                 | 4              | 5              |
| 14 | You don't or can't do your own mailing, e.g. you use Constant Contact or iContact, etc.                       | 1                 | 2                 | 3                 | 4              | 5              |
| 15 | You have time to produce and send your marketing materials                                                    | 1                 | 2                 | 3                 | 4              | 5              |

| Your Score | Action                                                                                                                                                                                                                                                                                                                                       |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 15-25      | You may not be ready to purchase marketing leads yet. Work on your <a href="#">marketing plan</a> including defining your market, development of your marketing materials, and follow-up processes.                                                                                                                                          |
| 26-40      | A <a href="#">general list</a> may be best for you. You can use it to do some testing of your materials and your marketing flow, e.g. subject line & message copy, auto-responder, squeeze page, contact collection form,                                                                                                                    |
| 41-55      | You are probably pretty close to being ready for a custom list. Look closely at your <a href="#">Lifetime Customer Value</a> and calculate what your return on investment should be. If you can cover this with a less than 10% conversion rate, you may be ready for the custom list. You can definitely benefit from a general list, also. |
| 56-75      | Your marketing program is in pretty good shape and you can benefit from either type of list.                                                                                                                                                                                                                                                 |

Whether you are looking for a custom list or a general list, [BusinessListPro](#) can help you. Visit us @ [BusinessListPro.com](#) or call 800-280-4904