



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 market niche 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	Subject lines 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 autoresponder (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 marketing plan including defining your market, development of your marketing materials, and follow-up processes.
26-40	A general list 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 Lifetime Customer Value 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