



PERCEPTIVE MARKETING

*Creating Marketable Reality*

## Needs Analysis

Name: \_\_\_\_\_

Type of business: \_\_\_\_\_

Product: \_\_\_\_\_

Contact address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Boot Camp Dates: \_\_\_\_\_

1. In just a few sentences, tell me about your background and your business.
2. Describe your business, project or product (i.e. book). Briefly, highlighting those aspects that make it unique.
3. What needs does your business, project or product meet that make it a "MUST"?
4. Were there any special or unusual circumstances or incidents in the conception of this business, project or product?
5. Other products and services:

If a publication:

Title	Kind	Year	Publisher	.....#Sold
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6. What marketing efforts have you used previously? Is your business currently available on the internet (i.e. book, Amazon.com)?
  
7. Are you willing to be interviewed on radio and TV to promote your business, project or product?
  
8. Please tell me about any clubs, alumni groups, school, social, religious, or business organizations to which you are affiliated.
  
9. We don't know your area of specialization as well as you do, so please suggest any specialized newspapers, magazines or other resources.
  
10. Are there any other resources that you know personally and who might help promote your business, project or product?
  
11. Are there any notable people in the community whom you know personally who might be willing to promote your business, project or product?
  
12. What are your goals for this Boot Camp?