

## Diamond Mastermind Expression of Interest Questionnaire

Thank you for expressing interest in joining Paul McCarthy's Mastermind Program. The Mastermind is limited to a maximum of 16 businesses and entry is strictly by application and invitation only. If you wish to be considered for entry into the next Mastermind program, please answer the questions below and return to the questionnaire to our office. Someone will then contact to discuss you application and answer any questions you may have.

### General

1. General business description \_\_\_\_\_  
\_\_\_\_\_
2. Years in business \_\_\_\_\_
3. Marketing methods used in the past 12 months \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. Have your methods of getting new customers or selling to existing customers changed in the past 2 years? If so, how? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. What is your vision of your business future? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Direct Marketing Experience

6. How sophisticated do you think you are on a scale of 1 to 10 (where 1 is low and 10 is high) when it comes to your use and understanding of direct marketing? \_\_\_\_\_
7. What seminars, workshops or programs have you attended? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
8. Have you, or do you hire external copywriters, ad agencies, consultants or other marketing advisers? \_\_\_\_\_  
\_\_\_\_\_

**Opportunity Analysis**

9. Describe your most significant competition's strengths and weaknesses \_\_\_\_\_

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10. List all the strengths you, your product/service and business brings to the table \_\_\_\_\_

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11. What are the most significant obstacles and frustrations standing between you and your goals?

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**Stats**

12. Number of employees \_\_\_\_\_

13. Size of facilities \_\_\_\_\_

14. Annual sales last year \_\_\_\_\_

15. Estimated annual sales this year \_\_\_\_\_

16. Profits \_\_\_\_\_

17. Money spent on advertising and marketing last year \_\_\_\_\_

18. Estimated money spent on advertising and marketing this year \_\_\_\_\_

19. Hours you work 'ON' your business – average per week \_\_\_\_\_

20. Potential for growth – what the market realistically supports and you are capable of managing in the next 12 months \_\_\_\_\_

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**Marketing**

- 21. Describe your unique selling proposition (hook) \_\_\_\_\_  
\_\_\_\_\_
  
- 22. What projects, methods, and changes are you working on now to improve your sales and marketing?  
\_\_\_\_\_  
\_\_\_\_\_
  
- 23. How much of your time do you devote to marketing? – hours average per week \_\_\_\_\_  
\_\_\_\_\_
  
- 24. Is marketing your primary responsibility? \_\_\_\_\_
  
- 25. What has been/is most successful for you in marketing? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
- 26. What has been/is least successful? \_\_\_\_\_  
\_\_\_\_\_
  
- 27. What has been your biggest marketing failure and what have you learned from it? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
- 28. If you had a gift to your business of \$100,000 that had to be used for marketing purposes, how would you use it? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
- 29. Do you have a written marketing plan? \_\_\_\_\_
  
- 30. Describe your typical customer or client \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

31. What are the 5 biggest trends, changes, events effecting and shaping your customer's existence and yours? \_\_\_\_\_

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32. Do you have testimonials accumulated from customers or clients? \_\_\_\_\_

33. In what format do you have your testimonials? \_\_\_\_\_

34. Do you have a system for getting testimonials? \_\_\_\_\_

35. Special marketing subjects that interest you most? \_\_\_\_\_

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36. If you could ask Paul any 3 questions, what would you ask?

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**The Mastermind**

37. If I continue doing business as I am, I will be financially independent in the next 3-5 Years

\_\_\_ Yes \_\_\_ No

38. Have you ever belonged to a professional Mastermind Group in the past? \_\_\_ Yes \_\_\_ No

39. Briefly describe the qualities that make you the "right" person to join the Mastermind Program

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40. Are you willing to actively work to grow your own business, while sharing ideas and assisting your fellow Mastermind members to reach their potential? \_\_\_ Yes \_\_\_ No

**Please tell us the best way to contact you:**

First name: \_\_\_\_\_

Surname: \_\_\_\_\_

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

Street Address: \_\_\_\_\_

Suburb: \_\_\_\_\_

Postcode: \_\_\_\_\_

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

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

Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

Date Returned: \_\_\_\_\_

**Contact Details for Mastermind Program**

**Vicki Stone**

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**Fax: 03 9428 9447**