

MARKETING ATTRIBUTES CHECKLIST

Category	Strength					Weakness					Memorable?	Marketable?
	1	2	3	4	5	1	2	3	4	5		
Product/Service:												
All-around Quality												
Product/Service Depth												
Product/Service Variety												
Pricing												
Turnaround/Delivery Times												
Unique Benefits												
Other												
Business:												
Customer Service												
Organization/Administration												
Breadth of Service Offerings												
Office/Work Environment												
Location												
Past Work/Case Studies												
Other												
Consulting Offerings:												
Knowledge Depth												
Knowledge Variety												
Credentials												
People Skills												
Breadth of Service Offerings												
Industry Connections												
Other												



STRENGTHS FOR MARKETING EFFORTS

Strength: _____

Benefit(s) To End-User: _____

Marketing Statement: _____

Strength: _____

Benefit(s) To End-User: _____

Marketing Statement: _____

Strength: _____

Benefit(s) To End-User: _____

Marketing Statement: _____

Strength: _____

Benefit(s) To End-User: _____

Marketing Statement: _____

Strength: _____

Benefit(s) To End-User: _____

Marketing Statement: _____

Statement: _____

Statement: _____

Statement: _____

Statement: _____

Statement: _____

