



## 18 QUESTIONS TO ASK ON A CONSULTING CALL

1. What are the most important things I need to know when branding my business?
2. What should I consider when starting to market my product or service?
3. How can I know if my marketing is working?
4. How much should I plan to spend on my upcoming marketing initiative?
5. How can we be more strategic with our marketing investments?
6. Based on what I've been doing, what should I be thinking about next?
7. When should I consider a brand refresh and what will that process look like?
8. How can I get more from my existing branding and marketing assets?
9. What is a reasonable timeline for this marketing initiative?
10. How can I test marketing ideas to see what works?
11. Do I need to refresh my website or build a new one?
12. Should I hire someone on my team or outsource marketing execution?
13. What skills should I look for when building my marketing team?
14. When is a good time to hire an advertising, marketing, or public relations agency?
15. What are the pros and cons of each type of marketing partner?
16. What should I expect when working with a new marketing partner?
17. How to make the most of a marketing partnership, whether short-term or long-term?
18. How can I find a trusted resource (or partner) to help me develop a new brand identity, messaging, marketing materials, website, and/or campaign?

Schedule your consulting call at [calendly.com/dionneleigh](https://calendly.com/dionneleigh).