

APEX Campaign Scale Worksheet



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Sell Your Service

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What's the name of your business?

What's your name?

What's your email address?

What's your role at the business?

What's your phone number?

What does your business do?

What's your website?

Could you handle 1000 new customers tomorrow?

Do you have a recurring revenue product?

Do you have a high ticket product?

Do you deliver the product or does someone/something else?

Do you have a standardised, repeatable product?

Do you have a splinter product?

What are your top 3 goals for the business?

What are you willing to spend to reach those goals?

What are your top 3 problems or struggles?

What are you willing to spend to solve those problems?

How often do you create and publish content?

>How often?

>How much content do you have?

Do you spend money on adverts or traffic?

>How much?

Are you willing to spend money on advertising to drive new sales?

How big is your audience online with Facebook, Twitter, YouTube etc?

What kind of budget do you have for a project like this?

What kinds of tools do you use at the moment?

Are you the key decision maker?

N>Who else needs to know about the project?

When are you looking to start the project?

Have you worked with a scale agency before?

Y>Who are you working with/have you worked with?

Why are you looking to talk to me and my team?