

Making the M & M Work for You

M&M's have a specific purpose which is to get to know your fellow MBXer better so that you can market more effectively for her/him. Here are ten questions you should ask. There order is not important.

1. What is your business, and where is it located? _____

2. What products or services do you offer? _____

3. What clientele typically need your product? What problem/s can you solve for them? _____

4. What makes you different than your competition? Why should a person choose your business?

5. What is a good referral for you? Is there anyone or any industry you are specifically trying to contact right now? _____

6. What is a bad referral for you? _____
7. What networks are you currently a part of? Do you have clients to which I could be of service?

8. What referral goals do you have that you think MBX could help you with? _____

9. Tell me a little bit about yourself: family, education, pets, hobbies, children, etc. _____

10. What motivates you? _____
