



# Ten questions you have to answer for the **10 to 1 “Guarantee”**

1. Describe your business in 1 sentence...
2. Who is your customer? Be specific
3. Who is your competition? Direct and Indirect
4. What is your Unique Selling Point? I.e. what do you do better than anyone else?
5. Describe the moral/mood in your business at the moment in 3 words
6. What have you done to promote the business that hasn't worked?
7. What was the most successful activity you have done to promote the business?
8. What is your budget? I.e. what are you investing in Catalyst so I can understand your expected **10 to 1 “Guaranteed”** return
9. Is your business expanding, contracting or critical?
10. List all the ways your customers can currently contact you I.e. Phone, Email, Website, Social Media etc.

***These questions must be answered honestly, accurately and returned to***  
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