

The Leveraged Personality™ Score Sheet

Rate your reaction to each pair of phrases by placing an "X" in the box which corresponds to your best fit on the scale.

1 2 3 4 5 6 7 8 9 10

	1	2	3	4	5	6	7	8	9	10	
I do great work and rely on word of mouth to make my phone ring.											I have a clear vision of my most profitable long-term customers and advertise to reach them.
I've articulated our core beliefs to my staff as necessary.											My staff understands my company's core beliefs and deals with customers in the way I would.
We explain the differences in terms of better technicians and higher quality of work.											The differences between my company and my competitors are meaningful and easy to explain.
I buy ads we can afford, and track the cost of acquiring each lead.											I understand the advantages of both active and passive media, and which to use to meet specific goals.
I buy leads.											My advertising focuses on being liked and trusted.
We put sickers on the equipment with our phone number to call the next time it breaks down.											I have a system for long-term follow up with existing customers.

Add the "X"s in each column:

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Total Score (all columns): ____



HVACMastermind.com

Creator, Leveraged Personality™ Marketing System

55-60 CONGRATULATIONS! You don't need any help. We'd love for every contractor to have your understanding of customer acquisition.

42-54 YOU'RE LIKELY WINNING. Especially if your competitors don't understand the *Leveraged Personality™* concept.

0 - 41 A BRUSH UP CAN'T HURT. Start with the areas in which you scored yourself lower, and check out the "Up To Speed" resources.