

Diane Kimitoge

Maximum Money 2022

**26 Illuminating Questions to Set
Your 2022 Business Flight Plan**





How can you journey THERE if you don't know where you're standing HERE?

It doesn't matter if you own a business or work for a business. If you don't know what has specifically caused your business or career success this year ... and if you don't know what *didn't* work ... you won't know how to move forward in the year ahead.

At the start of each year, these 26 questions are the same questions Diane Armitage and her team get together to work through for both the Armitageinc.com marketing agency and the DianeArmitage.com business for strategic business and mindset coaching and programs.

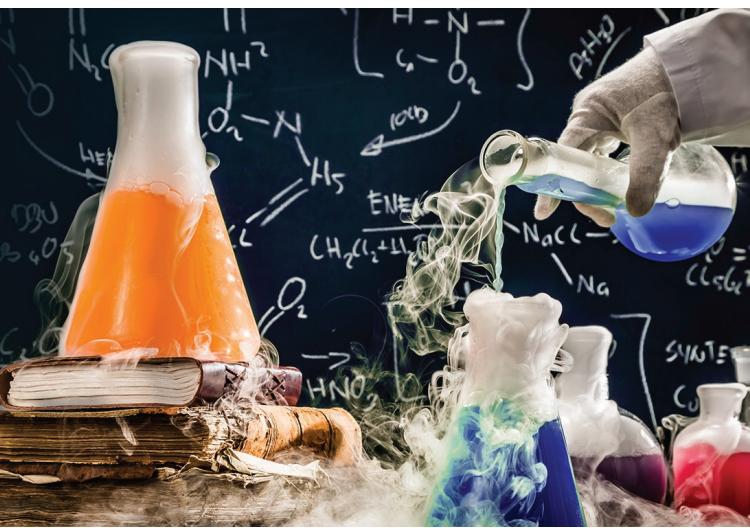
These questions form the foundational basis for all of the corporate leaders and entrepreneurs who participate in Diane's year-long **Armitage Marketing Alchemy Academy**, too. By taking the thoughtful time to answer these 26 questions, you're doing more for your business growth than 95% of all entrepreneurs out there. Further, it helps Diane and her team custom-create the year ahead in lessons, exercises and masterminds for your greatest benefit.

BY TAKING THE THOUGHTFUL TIME TO ANSWER THESE 26 QUESTIONS, YOU'RE DOING MORE FOR YOUR BUSINESS GROWTH THAN 95% OF ALL ENTREPRENEURS OUT THERE.

If you don't understand the questions, or really have no answer, don't worry. The business and marketing strategies Diane teaches in the months ahead in Marketing Alchemy will help you easily implement enormous leverage and added profitability into your business by acting more strategically on the questions and strategies below.

Got questions about what Armitage Marketing Alchemy Academy is about?

Book a FREE 30-minute zoom call with Diane Armitage directly at: ChatWithDiane.com



These questions have proven so illuminating that Diane began to offer the same questions to her clients as we began to strategize, together, for their year ahead.

Enjoy Diane's course offerings at DianeArmitage.com. Follow @DianeArmitageOfficial in Instagram & Facebook for inspiration and business tips.

Origins

1. What initially got you started in your business? (What motivation made you pull the trigger?)

2. Briefly explain how your business began – what your purpose and product was.

3. Describe what your business does NOW (what you sell, how you sell it and who you sell it to)

4. What primarily changed between your answers of #2 and #3?

5. What is your average order amount per transaction? _____

6. How often does one client buy from you in a year's time? _____

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Marketing Successes and “Failures”

1. Do you feel that you’re currently working with your ideal client? Why or why not?

2. In the last year, what process or marketing method did you use to attract your clients?

3. In the last year, what one product or service proved more popular than any other? Why do you think this is?

4. Which marketing campaign brought in the most clients? _____

5. Which marketing campaign (if any) feels like it flopped? _____

6. Do you currently track ROI (return on investment) per campaign launch? _____

7. What is your biggest marketing challenge today? Describe this as candidly as possible.

8. How do you most effectively reactivate former clients?

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Marketing Successes and “Failures” *(continued)*

9. Do you do anything with or have a plan for your non-converted prospects?

10. Do you currently capture ... and how do you capture ...

- a. Names _____
- b. Emails _____
- c. Snail mail (real addresses) _____
- d. Phone numbers _____
- e. The funnel your prospect took to land at your feet? _____

11. When you create a new client, who else have you created a new client for?

12. What is your biggest prospect or client complaint about?

13. Who are your biggest “competitors?”

14. What do you fulfill that your biggest competitors do not?

15. Do clients buy from you exclusively or do they also buy from your peers and competitors?

16. Who else benefits from your success outside of clients, employees and family members? (We’re talking businesses or business individuals).

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Year ahead

1. Would you rather attract new clients or gain more income from existing clients?

2. Would any of your suppliers be motivated to help you grow your business because it directly benefits them?

3. Name 3-5 complimentary industries or companies that you currently joint venture with or plan to joint venture with in the year ahead.

4. What (if any) new products and services are you planning for the year ahead?

Why do you feel it's important to add this product/service? _____

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Congratulations on taking the time to work ON your business. So many business owners and leaders can get so mired down in working IN their business every day that they fail to step away and really analyze what's been going on in the business. By spending this valuable time, you've already given yourself new ideas for the year ahead (we're sure of it!)

Ready to learn more about what Armitage Marketing Alchemy Academy can do for you? Book a FREE 30-minute zoom call with Diane Armitage directly at: ChatWithDiane.com



The Most Powerful Collection of Solutions to Catapult Your Business

If you were unable to answer some of the questions above ... or if you suspect there might be more efficient and easier solutions right here in front of you ... register now for Diane Armitage's year-long **Armitage Marketing Alchemy Academy** – an entire year of LIVE Strategic Solutions, Global Masterminding and Brainstorming, Access to Multimillionaires who started just where you started, and the World's Largest Video Library on Step-by-Step Marketing D.I.Y.

Just One New Idea Implemented Can Mean Millions ... and Here are Thousands of Them

LIVE ZOOM CLASSES with Q&A SESSIONS

- Bi-monthly live lessons from Marketing Industry Guru Diane Armitage on foolproof ways to maximize your business success. Learn specific business and marketing strategies to rocket-boost your business in mere weeks (not years). \$22,000 Value
- Q&A sessions at the end of each live lesson to ask Diane about your specific issues, discuss progress reports and stuck points, or crow about recent victories. PRICELESS

TAKE ACTION NOW

- Implement, implement, implement: "Act Now" assignments each month keep you accountable and moving forward at a brisk pace. \$6000 Value
- Ask Diane questions any time: Enjoy ongoing email access to Diane Armitage throughout the year PRICELESS

WORLD'S LARGEST VIDEO LIBRARY ON MARKETING & BUSINESS STRATEGIES

Culled from nearly three decades of implementing solutions for global business clients of all sizes and industry, here are more than 100 step-by-step videos from Diane Armitage and her team of experts. Plug into any video in the many library sections to keep your brand fresh and memorable, employ specific business expansion strategies, explore uncanny solutions to common stuck points, and walk through numerous "how to" videos for your own creation of famed Armitage marketing funnels, value ladders, DRIP campaign strategies and everything in between. PRICELESS

"DO AS I DID" SESSIONS

- Brilliant, thought-provoking "do as I did" multimillionaire interviews: Monthly multimillionaire business owner interviews to learn more about how they thought and acted to create their business success (ask your questions on these live calls, too). PRICELESS
- Monthly live Q&A sessions with Diane Armitage and multimillionaire guests on your "Answer Panel." \$36,000 Value

A HIGH-MINDED MASTERMIND of BUSINESS OWNERS

- You're not alone out there: Interact and mastermind with fellow business owners all over the world. PRICELESS
- Jump on opportunities to create new joint ventures to advance your businesses. PRICELESS

NEED IMPLEMENTATION HELP? DEEPLY DISCOUNTED PRICING FROM DIANE'S TEAM

- Stop searching the world for master marketers – they're all right here: Diane's marketing agency of personnel is ready and willing to jump in and help you and your team with anything from website creation to content writing, video creation and implementation, social media channels, book editing and layout and much, much more. Why look anywhere else when this team has worked with Diane's marketing principles for decades and knows how to create individuated success? Marketing Alchemy members enjoy deeply discounted pricing on all services

YOUR SECOND PERSON IS FREE!

- Add a second person for FREE to your year's membership (consider a business partner, a marketing director, sales manager, etc.) \$18,000 Value

Get Unstuck, Reinvigorated and on the Fast Track to the Biggest Year You've Ever Had

