



## Will a Marketing Consultant Work For You?

Not all businesses can effectively use a consultant. Ask yourself these questions and review the key to see if you would be successful using a marketing consultant. Answer Yes or NO to the following:

1. Do you feel like you know how to do marketing?
  2. Do you believe you have a flair for advertising?
  3. Are you the company's best closer?
  4. Do you have a formal method of determining if a marketing program is worthwhile?
  5. Have you ever used a consultant in your business?
  6. Was your experience with a consultant positive?
  7. Do you make all the decisions in your business?
  8. You are given advice contrary to your own thoughts, but it is not a subject you know well. Are you likely to take that advice?
  9. If you will make \$1 or more additional from a marketing program, will you be inclined to do it?
  10. Do you know how to tell if a consultant or a proposal is worth doing?
  11. If you conclude that a proposal is worthwhile, will you look to amend the plan later?
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If you answered **Yes** to Questions 1-3, 7 and 11, and **No** to 8, you may think you already have the answers, and may not be receptive to new ideas. If you answered **No** to 4-6 and 9-10, then it is questionable that you can work with a consultant. If 4, 9, & 10 are your only **No** answers, they can be remedied with education, and a consultant may be right for you.

For a consultant to work for you, you must first find one that you can trust and respect. If you are not convinced that they know their subject so well that you feel confident turning everything in that area over to them, then do not engage the consultant. It will needlessly cost you money, and cost both you and the consultant time.

If you are positively disposed towards using a consultant, but are unsure if you would know a good one if you found one, then use the [10 Questions To Ask A Marketing Consultant](#) guide, as well as the other resources contained on this website.