

I feel confident about promoting my business:

Not at all confident 1 2 3 4 5 6 7 8 9 10 Very confident

I have clear objectives for my business:

No objectives 1 2 3 4 5 6 7 8 9 10 Well-defined objectives

I know who I am targeting with my promotion:

I'm very unsure 1 2 3 4 5 6 7 8 9 10 I know who I am targeting

I have clear plans for promoting my business:

No plans at all 1 2 3 4 5 6 7 8 9 10 Clear, well thought out plans

I am confident about writing a press release:

I'm very unsure 1 2 3 4 5 6 7 8 9 10 I can write a press release

I am confident about making telephone calls to promote my business:

Not at all confident 1 2 3 4 5 6 7 8 9 10 Very confident

I know about my local media and how to use it for promotion:

I know nothing about my local media 1 2 3 4 5 6 7 8 9 10 I know all about my local media

I am confident about promoting my business on the internet:

Not at all confident 1 2 3 4 5 6 7 8 9 10 Very confident

I am confident about writing to promote my business:

Not at all confident 1 2 3 4 5 6 7 8 9 10 Very confident

I know how to evaluate which promotions work well for my business:

I have no idea what works well 1 2 3 4 5 6 7 8 9 10 I am clear what works well