

## Personal marketing skills index

Measure yourself against each of these criteria. Give yourself a score out of 10 to rate your personal marketing skills.

**criterion**

**score**

You are regarded as an authority in your field

You have an understanding of the industry environment and business problems or challenges of each of your clients and prospective clients

You read relevant business, industry, and legal publications, to keep abreast of trends and issues which affect your clients

You can clearly explain to your client or prospective client what your chosen field embraces, and its relevance to their business

You can succinctly describe each of the services you provide, and the benefits which these will deliver to your client or prospective client

You can list at least five convincing reasons for a prospective client to entrust you with their business

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critterion	score
You are aware of who your competitors are, who their major clients are, and the services they are promoting	<input type="checkbox"/>
You understand the range of services which your firm offers to its clients and their advantages over competitive approaches	<input type="checkbox"/>
You have a thorough knowledge of the marketing resources and collateral at your disposal	<input type="checkbox"/>
You feel comfortable making formal presentations to clients and prospective clients	<input type="checkbox"/>
You have a clear understanding of the marketing campaign which supports your personal marketing efforts, and exactly what this conveys to prospective clients and clients	<input type="checkbox"/>
You understand the policies and administrative procedures of your firm, and can readily explain them to clients and prospective clients	<input type="checkbox"/>
You constantly seek feedback from regular clients about their satisfaction with your advice and service, and you act on it	<input type="checkbox"/>
Your clients look to you for advice beyond the normal bounds of the matter/s at hand	<input type="checkbox"/>
Your clients keep you informed of developments in their business	<input type="checkbox"/>
You consistently look for information and ideas which will be helpful to your clients, and to help you to service them more effectively	<input type="checkbox"/>

Now, add your scores

Divide your total score by 160 and multiply the result by 100

YOUR PERSONAL MARKETING SKILLS RATING

%

**What can you do to improve your score ?**