

Gadget Fix - Quick Questions Before We Start

Hey Mike! 🙋

We're almost ready to launch your new website, marketing materials, and partnership strategy. To make sure everything is PERFECT, we need a few quick details from you.

This should take about 5-10 minutes.

— Your MyCo Team (Ranvir, Ethan, Ben & Taylor)

Change this to: "Hey Mike! Hand wave

"This questionnaire should take about 5-10 minutes

- Your MyCo Team (Ranvir & Ethan)"

(We don't want to have the middle part taking about the website and other deliverables as we can specify this directly in the email after we have a consensus on what we want to sample to him)

What is your official business name? *

As it appears on your business license/registration

Your answer

Change this to "What is your legal business name"

What building/mall are you located inside? *

e.g., "Kent Station Mall", "Valley Medical Center Plaza"

Your answer

Change this to "What is the name of the building/complex you are located inside?"

How should customers find your entrance? *

Be specific! "Use the back entrance near the parking garage" or "Green awning, front of building"

Your answer

Change this to "How do customers eventually end up finding your entrance?"

Example: I parked on the opposite side of the building and then walk around and eventually found the correct building unit"

iPhone Screen Repair Prices *

List by model if different, e.g.:

iPhone 15: \$80

iPhone 15 Pro: \$120

iPhone 14: \$70

Your answer

Change this to “iPhone Screen Repair Customer Prices”

Then add another question asking how much the various repairs costs the business

Any other services and prices you want listed?

e.g., iPad repair, water damage assessment fee, Samsung repairs, etc.

Your answer

Change this to “What services and prices do you want to advertise in any of your marketing material or virtual/online presence?”

Trade-In Value Strategy

This is a KEY part of your marketing - helping customers get more for their trade-ins.

Change this to “Phone Trade-In Marketing Strategy”

Are you familiar with the trade-in value opportunity we identified? *

Fixing a cracked screen for \$80 can increase trade-in value by \$100-\$250

- Yes, I understand it
- Somewhat, need more details
- No, please explain more

Remove this part. He is already familiar as he first suggested it to us. We already know more of the specific trade in values and will share the specifics of the trade in values for various phone from various carriers with him in our meeting.

Approximately how many Google reviews do you have?

Your answer

What's your average Google rating?

e.g., 4.8 stars

Your answer

Remove both of these as we can see this already.

Which social media do you use for business? (Check all that apply)

- Facebook
- Instagram
- TikTok
- Nextdoor
- Yelp
- None currently

Add a checkbox saying “other” giving him the ability to specify more values.

What makes YOU better than your competitors? *

This helps us write compelling marketing copy!

Your answer

Change this to “How do you currently differentiate yourself from your competitors?”

Then add another question asking “How do you WANT to differentiate yourself from your competitors?

Think products/services, values, mission, target demographics, ect.”

How important is the carrier partnership strategy? *



Remove. We never clarified what this “Carrier partnership strategy” is and even if he could put two and two together, he will just write 5 and this doesn’t tell us anything new. We will give him some options when we meet with him in person and he will decide then how important this project is in terms of his priorities.

Are you available to meet next week to review everything? *

- Yes - weekday morning
- Yes - weekday afternoon
- Yes - weekend
- Need to check my schedule

Remove this question. We want him to do Friday as that is what works best for everyone so far. If he picks one of these questions it doesn’t help us.