

Does Your Organization Need a Marketing Makeover? Take The Quiz!

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By Deborah Ramstorf

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1.Does one of your employees "do the marketing" in his/her spare time?

Yes No

2.Have your customers pointed out spelling errors in your materials?

Yes No

3.Has it been more than 6 months since you read through your marketing materials or web site to check for out-of-date names, number, prices, photos?

Yes No

4.Are you having a problem finding your web site on search engines?

Yes No

5.Have you added new products or services in the last 12 months?

Yes No

6.Have you run out of marketing ideas? Or the opposite, have too many ideas that don't get executed? Yes No

7.Are you satisfied with what your marketing dollars are producing?

Yes No

Scoring: Count up your number of yes responses.

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0–1 Yes. You're doing great! Wise use of your marketing budget is producing the desired results.

2–3 Yes. Put more time and effort into marketing. While your budget may be tight, there are some economical ways to squeeze more out of your marketing dollars.

4+ Yes. Commit to being a marketing–driven company. There's some upfront planning involved, but in the long run, you'll have long–term customers.

Do You Really Need a Friend Quiz To Tell If Someone Is Your Friend?

By Brian Fong

Q. I took a friend quiz in a magazine and it says that I don't make a very good friend. Can that really be true?

A. First, let me say congratulations! If the quiz said that you don't make a very good friend then you must have answered the quiz honestly, at least from the friend quiz author's point of view.

Now let's delve into the content of the quiz. The bad thing about a friend quiz is that it is automatically biased by the author's opinion of what makes a good friend.

For example: There might be a question that asks:

Your friend wants you to cover for her by telling her mother that she is sleeping at your house when she is really going to an all night party with her boyfriend. Do you say:

A. "No problem." B. "I'll do it but I'd rather not." C. "No way, you're on your own girlfriend."

What's the right answer? Well, the morally right answer is obviously "C". Would that make you a better friend than either "A" or "B"? Yes, actually, it would. There is a very good chance that something bad is going to come out of the all night party. Your friend could get drunk and become a victim of date rape, get injured or killed in a car accident, or get arrested if the police raid the party. As a good friend, you should care more about your friend's safety and security than her having a good time doing something that she has to lie about.

However, if the friend quiz rates you a snitch because you answered "C", then, according to the author, you're not a good friend.

Look. You don't need a friend quiz to know if you're a good friend, or if someone else is a good friend to you. Take the quiz for the fun of it, but don't take it seriously. Your heart knows if you are a good friend and what it means to have a good friend. Trust your instincts and not some stranger's value system. A person's friendship is far too valuable a gift to trust the results to a friend quiz.

Brian Fong runs the popular quiz site

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Quiz Faq – Your solutions for the quiz.

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Is There Such a Thing as a Popular Quiz?

Did You Hear The One About The Funny Quiz That Was Walking Past a Graveyard?

Taking the Love Quiz

Home Improvements and Pretty Real Estates

Gate Crash into the Interior Design Industry.

Affiliate Marketing PLR Kit

The Great Big Book of Internet Marketing

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