

7 Graces Ethical Marketing Self-Assessment Quiz

For each of the questions below, score yourself on a scale of 0 to 4

0 = none; never 1 = not much; hardly ever 2 = occasionally; a bit 3 = frequently; a fair bit 4 = almost always; a lot

	Question	Score
1.	How emotionally and spiritually connected do you feel to your current business?	
2.	How frequently does your audience give you positive feedback to say they relate to your marketing?	
3.	How well does your business reflect your beliefs, values and connection to the planet?	
4.	How freely do you offer advice, wisdom and information in your marketing or on your website?	
5.	How much time do you spend creating quality information content for your audience?	
6.	How thoroughly does your marketing supply the information your customers need to make informed choices/decisions?	
7.	How much 'space' do you give your customers when they are deciding whether or not to purchase your products/services?	
8.	How careful are you about gaining permission before sending mass emails?	
9.	How positive are readers about the quantity and quality of emails you send them?	
10.	How much interaction do you as a business owner have on social media (Twitter/FB)?	
11.	How much interaction do you have with your audience on your website/blog?	
12.	How likely are your website visitors to describe your website as 'welcoming' or 'engaging'?	
13.	How clearly, simply and precisely does your marketing describe what you offer?	
14.	How effectively do you refrain from hype, fluff or superlatives in your marketing copy?	
15.	How conscious are you about what might be construed as deceptive language in your marketing?	
16.	How clearly and concretely do you back up the claims you make in your marketing?	
17.	How fearless are you about what your business stands for?	
18.	How visibly are your company's values expressed throughout your marketing materials?	
19.	How consciously does your company work towards a 'triple bottom line' (i.e. not just 'profit' but 'people' and 'planet' as well)?	
20.	How consciously does your company strive for economic balance and flow, rather than increasing profits?	
21.	How consciously do you REFRAIN from encouraging people to overspend or buy what they do not need?	
22.	How sincerely do you believe there is indeed 'enough' for everyone in the world?	
23.	How frequently do you collaborate with other business owners in your industry to create new product lines or joint marketing campaigns?	
24.	How frequently do you meet with other business owners in your industry (either online or in person) to freely share best practice?	
25.	How frequently do you ask your audience for ideas or feedback?	
TOTAL out of 100 =		

To follow up this assessment and create an action plan for your business, contact Lynn Serafinn at <http://the7gracesofmarketing.com/contact>