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Entrepreneur Sanity Checks

Have a great technology or idea - but don't know if it's marketable? Does your business plan need updating? Not sure how (if, when, why, where) to spend your marketing dollars?

It's never (well, *almost* never) too late for a sanity check. I'll tell you the good, the bad, and if necessary, the ugly. I'll work with you to hone in on the issues and the decisions you should make - *before* you spend any more time or money on seminars, plans or marketing programs.

Options

1. The Quick Check - Perspectives & Pointers. Bring your idea, plan, or problem - whatever you want to discuss for up to two focused hours via phone. (If you're in the Albuquerque or Santa Fe area, we can meet in-person). I'll give you some perspective and pointers, followed by a concise summary and an action list of two to three pages.

"Mary really nailed it - in just two hours!" Mel Duran, Founder, Jemez Technologies

2. The Full Check. I'll spend an hour talking with you (questions provided prior to the meeting). I'll also review your relevant documents (business plans, marketing collateral) and do some off-line research and analysis. My final written *Sanity Check* report will include analysis with recommendations and tactical tips you can use immediately. And, you get one free "Ask Mary" email question each month for 12 months.

Either of these options is also a good way to get started on a larger business development or marketing project with me.

Let's Talk!

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THINKING STRATEGICALLY - ACTING TACTICALLY