

# Successful Strategies to Market Your Business: Pretest/Posttest

Instructions: Before the workshop begins, please take a moment to answer the questions below in the first column, by circling your answer. At the end of the workshop answer the same questions again in the second column.

	Answer <b>before</b> workshop begins			Answer <b>after</b> workshop is over		
	True (T)	False (F)	Don't Know (DK)	True (T)	False (F)	Don't Know (DK)
1) Parents are more interested in the features than the benefits of your program	T	F	DK	T	F	DK
2) "I care for children 6 weeks to 6 years old" is a feature	T	F	DK	T	F	DK
3) "I offer activities that encourage children to be creative" is a benefit	T	F	DK	T	F	DK
4) Providers who have been in business for more than 5 years always have more benefits than providers just starting out	T	F	DK	T	F	DK
5) If a parent wants to enroll their child in your program, you should always agree	T	F	DK	T	F	DK
6) In general, parents will pay more money for high quality child care	T	F	DK	T	F	DK
7) Offering a finder's fee of \$100 to current families is a mistake because they will think you are desperate	T	F	DK	T	F	DK
8) If another program charges less than your program, you need to reduce your rates to compete	T	F	DK	T	F	DK
9) Once you enroll a child you don't have to promote your program to the parent	T	F	DK	T	F	DK
10) All marketing costs are 100% tax deductible	T	F	DK	T	F	DK