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Post-project questionnaire

1. HOW HAS MY BUSINESS CHANGED SINCE I COMPLETED THE PROJECT?

List detailed examples of positive or negative changes you have seen. Example: I have more new clients than I can handle and my phone is ringing off the hook for appointments.

2. HOW DID THE PROJECT CONTRIBUTE TO THOSE CHANGES?

Resist the temptation to get sloppy and actually track responses to the project. This can be as easy as asking a new client how they heard about you or saving all coupons redeemed. Example: 4 out of 5 of my new clients say they found me through the internet.

3. DID I MEET MY GOALS?

Look back to your pre-project plans and compare those numbers to your tracking data from question 2. Since you set specific, measurable goals at the project start, you should easily be able to tell whether you met your goal. Example: Based on my tracking, I am averaging 6 new clients per month, which exceeds my goal of 5.

4. HOW CAN I GET EVEN BETTER RESULTS?

List which parts of the project that you are not happy with. Ask clients, family, friends, and mentors for their opinions. The more data you gather the better you can assess the project's strengths and weaknesses. Example: Some clients have reported difficulty finding my services. I would like to list them directly on the home page to make that information easier to find.

5. WHAT IS MY NEXT STEP?

Take the list from question 4 and start planning for your next project: using our pre-project questionnaire of course! Example: If I move the services list to the home page, I will get an additional 2 prospects per month.
