

2004 Commonwealth Report Table of Contents

Page Number

- 1. Title Page**
- 2. Acknowledgments**
- 3. Introduction**
- 4. Chapter 1: Demographics**
 - How long have you been in business?**
 - What were your gross revenues last year?**
 - Other than yourself, how many licensed employees do you have?**
 - What percentage of new business do your employees bring in?**
 - What kind of office location do you have?**
- 7. Chapter 2: Marketing Techniques**
 - What marketing techniques does your firm use?**
 - What were your top three marketing techniques?**
- 10. Chapter 3: Advertising**
 - What kinds of advertising have you done?**
 - What was the single most effective kind of advertising?**
 - If you have a Yellow Pages ad, how effective was it?**
 - How much did you spend on advertising last year?**
 - Overall, how effective was advertising in bringing in new business?**
- 13. Chapter 4: Networking**
 - How often do you attend networking meetings?**
 - What organizations have been most effective for you in attracting new business?**
- 15. Chapter 5: Lead Source Companies**
 - Do you purchase leads from an outside company?**
 - How effective has this been?**
- 16. Chapter 6: Direct Mail**
 - How often do you send direct mail pieces?**

17. Chapter 7: Money

How much did you spend on marketing last year?

Did your marketing efforts bring in more, about the same, or less than what you spent on them?

18. Chapter 8: Overall Success

Rank your overall marketing success.

19. Chapter 9: The Best of the Best

Results from the Top 100 respondents.

20. Summary

21. Sponsors

22. About the Author