



Wizard of Ads®
Walter Koschnitzke, Ltd

Pre-Seminar Survey

PLEASE FAX BACK TO 814-237-2477. THANK YOU

Business Name: _____ Contact Name: _____

Business Address: _____ Title: _____

City/State/Zip: _____ Email: _____

Business Phone: _____ # of Guests Attending: _____

Website: _____ Follow-up Meeting Date/Time: _____

This seminar will be successful if: _____

Please complete the following information:

1. Are you currently a client of the Forever Broadcasting? Y ___ N ___

2. In the past year which media have you used for advertising:

3. Broadcast Television: Yes _____ No _____ Cable Television: Yes _____ No _____

Other Radio Stations: Yes _____ No _____ Magazines: Yes _____ No _____

Newsprint: Yes _____ No _____ Billboards Yes _____ No _____

4. On a scale of 1 to 10 how consistently satisfied are you with the return on your advertising investment? _____

5. Is your market share trending: UP DOWN FLAT

6. What is your biggest marketing problem?

7. How much would you like to grow your business in the next year? _____

8. What is your advertising philosophy? _____

X _____
Business Representative

X _____
Station Representative