

From: Chip Burnham <cburnham@fairmontconcepts.com>

Sent: Monday, October 1, 4:49 PM

To: Otis King <o.king@abctruckworks.com>

Subject: Your results are in! Fairmont Business Health Checkup

Otis,

Thank you for taking Fairmont's Business Health Checkup. Below are your results and recommended next steps. Your results are not uncommon. On our website you can see the [average](#) results for all companies. Your top 4 weakest areas you identified for improvement are:

Generating more leads

Creating great messaging

Rightsizing the marketing budget

Uncovering the voice of the customer

What to do next!

Seeing your individual result is helpful, but for an even more accurate results and company-wide buy in it is best if others take the assessment as well. Call me (my number is below) and we can discuss your initial results, and I'll set up a free special link just for your company to collect the data.

In the meantime, here are some comments about your results.

Generating More Leads is the single most common business weakness. We recommend starting by analyzing...

[in this section we offer recommendations for each of the weaknesses you identified, as well as templates and resources]

More responses improve self-assessment accuracy and builds alignment and teamwork. On average, we have nearly 4 people at each company complete the checkup. Give me a call and we can set up a free custom business health checkup just for your company that allows us to combine the responses for you.

Sincerely,



Chip Burnham

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Author of [MarketMD™ Your Business](#)