

GUERRILLA MANAGEMENT WORKSHOP BUSINESS EVALUATION QUESTIONNAIRE

Studio Information

Date completed _____

Name of attendee(s) _____

Studio name _____

Address _____

City _____ **State** _____ **Zip code** _____

Business phone _____ **Mobile** _____

Email address _____ **Website** _____

Education

College or graduate degree? If so, please list college study or degree(s) earned:

Photographic study? List any working photographers with whom you have studied photography and/or the business of photography (programs 1 day or longer):

Name of instructor	Subject studied	School/venue	#days
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Location

What is the approximate population in your area?

Population of town/city: _____ **County:** _____ **Trade area:** _____
 (the number of people who can reach your studio in approximately 30-45 minutes)

Product Lines

Types of photography you offer to the public, such as weddings, seniors, children etc. List by percentage of sales:

Type of photography	%	Type of photography	%
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Do you meet with clients in person before photographing them?

How many photographs do you typically shoot per sitting or event?

Portraits _____

Weddings _____

Methods of proof presentation to clients:

Type of client (children, families, weddings, seniors, etc.)

Presentation method (paper, proofs, digital projection, online, etc.)

of images shown to client

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

If using digital projection, what projection software and screen size or monitor do you use?

Studio History and Financial Information

How long have you been in business? _____

Full time? _____ **Part time?** _____

What is the dollar amount of your gross sales for:

Last full calendar year \$ _____ **Year 20** _____

Current calendar year \$ _____ **as of month ending** _____

Do you have a home studio or retail location? _____

If you have a retail location, do you own or rent it? _____

If renting, how much is your monthly rental payment and what does it include? _____

Approximate square feet of your business facility: _____

Is your business a sole proprietorship, partnership, S corp, LLC?

Does your business presently carry any debt? If yes, list the following:

Type of loan	Total \$ of debt	Interest %	\$ Payment/mo.	Loan length
_____	\$ _____	_____ %	\$ _____	_____
_____	\$ _____	_____ %	\$ _____	_____
_____	\$ _____	_____ %	\$ _____	_____
_____	\$ _____	_____ %	\$ _____	_____
_____	\$ _____	_____ %	\$ _____	_____

Total debt burden: \$ _____

Personal Financial Information

Are you presently paying yourself a salary? _____ If yes, how much salary per month? _____

How much monthly salary do you need to earn to satisfy your financial requirements? _____

Is this business the sole support of your family? ___ yes ___ no

Is there any additional information about your financial status that might be useful for us to know _____

Advertising/Marketing

How do clients and prospects find out about your business?

Do you have a database of your clients? _____

If yes, how many clients are in your database? _____

How many email addresses are in your database? _____

Do you send printed or email newsletters to your clients? _____

If yes, how often by type? Printed _____ Email _____

Employees

Do you have employees? If so, list the type of work each does and the number of hours they typically work per week, along with their salary. Identify if a spouse or other family member is involved in the business.

Name	Relation?	Job function	Hrs./Month	Monthly salary
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

How did you hear about us?

How did you hear about us? _____

What prompted your decision to attend Guerrilla Management?

Primary Business Issues

List 5 major business problems, and/or list what you hope to accomplish in your business within the next 18 months. Please be concise. Example: Insufficient cash flow, Pay myself a salary, Make sure my pricing is profitable, Hire an employee, How to gain new clients.

1. _____
2. _____
3. _____
4. _____
5. _____