

## Top Ten Questions for Knowing When You Should Forget About Doing Market Research

I'm making a big assumption here. That you are even conducting focus groups or survey's to help grow your business. The fact is most Guerrilla's don't consider research is important to their success. And, if they do they think it's far too expensive. It isn't.

Here is my top 10 list for knowing when you don't need research. All you have to do is answer **YES** to any of them and you can buy yourself a new car, yacht or summer home. You certainly don't need the money for research.

1. Will your business grow profitability on pure momentum?
2. Will your business grow without improvements?
3. Do you know everything that your competitors can possible do to hinder your growth?
4. Are you convinced that you can't lose customers or gain new ones?
5. Are you convinced there is nothing that can happen to cause your products to become obsolete?
6. Are you sure that your business isn't subject to changing trends?
7. Are you sure that you are the only one who'd be good in generating new ideas about how to grow your business?
8. Are you clairvoyant?
9. Do you get tomorrow's stock market pages in today's newspaper?
10. Have you contracted for sale of your business that will make you millions?

Research is an expense, that's for sure. But ask yourself how much money you're throwing at marketing programs and sales programs in the hope that you'll get a return. Take 10% of that and spend it on research. You'll make the other 90% twice as effective.