Professionalize your service with a quantitative **maturity model**

CANVAS

Define your area of expertise. What field(s) are you active in?

e.g. Online presence

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The different service offerings

e.g. 1. Social media
2. Content creation
3. Website

Define the different maturity levels per service offering

e.g.: for Email Marketing
Level 0 = sending no mails
Level 1 = sending some manual mails
Level 2 = sending a basic newslettter
Level 3 = sending different kind of mails
Level 4 = segmented newsletter, Marketing automation

Define 10 to 20 qualifying questions to measure each service offering

Question 1:

Question 2:

Question 3:

Question 4:

Question 5:

Question 6:

Question 7:

Question 8:

Question 9:

Question 10:

e.g. for Social media
Question 1: Do you have a person within the company who's responsible for Social Media?
Question 2: Do you have a process in place 'how to do Social Media'?

Who is your target audience?

e.g. Industry, company size, geographical location ...

Time to transform your model into **automated advice delivery** with Pointerpro

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Why you? What are your USPs compared to the competition?

How can you bridge the gap based on your defined service offerings per maturity level?

How will scores (weight) be calculated?

e.g. question 1 gets a weight of 8 vs question 4 gets a weight of 5 in the total score.

TIP: Set up your scoring so that most clients get a rather mediocre score. It gives them incentive to get advised by you. If they score high, they will not feel the need for your consltancy. If they score too low, they might feel discouraged.

Ideally about 60% of your target audience should score below average.

Define the Benchmark

TIP: Ways to do it are online research or setting up an assessment yourself to send this to your audience

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