Questionnaire for finding link opportunities

(The more info you can provide, the better!)

1. Let's say there are only 4 ways to earn a link: (a) donate time or resources, (b) pay to join organizations, (c) share your expertise, or (d) use creative means to get the odd link here and there.

How interested are you in each of those 4 options? Please write down the 4 letters in order of interest (e.g. "BDAC").

2. What specific causes have you donated time or money to in the last few years?

3. What specific causes / places / programs do you really care about?

4. Are your children in Boy Scouts or Girl Scouts, or volunteer somewhere, or play sports, or in general are involved in any other organizations that *you* care about?

5. How might any employees of your answer questions 1, 2, and 3?

6. Would you be willing to donate your products or services to worthy causes in your area? If so, what do you think you could offer?

7. Would you be willing and able to host events at your business location?

8. Where did you go to school - and do you consider yourself an "active" alum?

9. Are there any specialty schools for your line of work? If so, what are some notable ones?

10. Are you willing to spend a few hundred dollars for a good link or two?

11. What are some industry directories or business associations that you are a part of, used to be part of, or have considered joining?

12. What are your certifications? (List everything, no matter how trivial it may seem.)

13. What is some content that you put a lot of time into writing? Is it published online or offline (or just collecting dust)?

14. Do you have a "little black book" of info that you put together for internal use only? Any checklists, lists of phone numbers, questionnaires, or anything like that?

Copyright 2016 Phil Rozek - www.LocalVisibilitySystem.com

15. Is there a specific blog, forum, or other website that pretty much everyone in your industry reads or pays attention to?

16. Have you ever been interviewed? Was it in print or with a microphone? Tell us where we can find it, if possible.

17. Do you know any journalists or bloggers (besides me)?

18. What specific brands of equipment or tools do you use? Any produced by a small company?

19. Have you ever written a testimonial for a product, service, or business?

20. Does any of your family also own a business?

21. Are there other businesses you sometimes refer customers to, for one reason or another?

22. What are some "complimentary" businesses to your business? For example, a real-estate agent might send business to mortgage brokers or moving companies. Do you already work with some other businesses to help each other get more business?

23. Do you have any arrangements with other businesses where you offer promotions or deals to their customers? If not, would you consider establishing one?

24. Do you offer any discounts (e.g. for seniors or veterans)? If not, would you consider offering one?

25. Have you ever created a product, tool, or knickknack?

26. Are you currently hiring? If so, what type of position are you trying to fill?

27. What awards or accolades have you won?

28. Who is the most “connected” person you know? Can you describe his/her network?

29. If you could pick 3 sites you’d love to be featured on, what sites would those be?

30. What are some ideas YOU have for links you think you could get?

Copyright 2016 Phil Rozek - www.LocalVisibilitySystem.com