



## QUIZ:

# IS STARTING A PROMO BUSINESS RIGHT FOR YOU?



Thinking about starting a promotional products business? Or maybe you just love taking random online quizzes instead of working (no judgment). Either way, let's find out if this booming \$26.6 billion industry is your perfect match! Answer the questions below, and we'll give you some honest (but fun) results.

### 1: How would you describe your current work situation?

- A) I own a business and would love to add an easy revenue stream. (Cha-ching! 💰)
- B) I work for someone else but dream of calling the shots. (Boss mode activated 🚀)
- C) I'm exploring business ideas and need one that won't make me pull my hair out. (Fair enough!)
- D) I'm just here for the quiz. (Respect 🙏)

### 2: How comfortable are you with sales and customer relationships?

- A) Very comfortable – I could sell ice to a penguin. 🐧🧊
- B) I have some experience, but I won't be starring in The Wolf of Wall Street anytime soon. 🐺📄
- C) I've never done sales, but I'm willing to learn. (Growth mindset! 🌱)
- D) Talking to strangers? I'd rather wrestle a raccoon. 🦝

### 3: What interests you most about the promo industry?

- A) The ability to sell high-margin products without stocking a garage full of inventory. (No more "storage closet Tetris"!)
- B) The flexibility to work from anywhere ... like a beach or my couch. (Work-life balance goals 🌞)
- C) Helping businesses grow their brand while making solid profits. (Win-win 👍)
- D) I just like free swag. (We get it, branded tumblers are life.)

### 4: How do you feel about running an online business?

- A) Love it! I was basically born to work in sweatpants.
- B) I'm okay with tech, but I'd rather not spend hours Googling "how to use a CRM."
- C) I prefer old-school, face-to-face business – but I can adapt.
- D) If it involves spreadsheets, I'm out.

### 5: Do you have existing customers who might be interested in promo products?

- A) Yes, and they already trust me! (Built-in customer base for the win! 🙌)
- B) I know people who would totally buy from me. (Network = potential goldmine)
- C) I'd need to start from scratch, but I'm up for the challenge.
- D) I don't know anyone who would buy, and frankly, I prefer talking to my cat. 🐱

### 6: How much are you willing to invest to start your business?

- A) I'm looking for a low-cost, high-reward way to make money. (Smart thinking 🧠)
- B) I have some funds to invest but don't want to break the bank. (Same.)
- C) I'm still researching if I should spend money or just keep scrolling TikTok.
- D) Invest? I'd rather find a business that pays me to start. (If you find one, let us know 🙏)



## RESULTS

# IS STARTING A PROMO BUSINESS RIGHT FOR YOU?

### Scoring

#### Question 1:

- A: 3 points
- B: 3 points
- C: 2 points
- D: 0 points

#### Question 2:

- A: 3 points
- B: 2 points
- C: 2 points
- D: 0 points

#### Question 3:

- A: 3 points
- B: 3 points
- C: 2 points
- D: 1 point

#### Question 4:

- A: 3 points
- B: 2 points
- C: 2 points
- D: 0 points

#### Question 5:

- A: 3 points
- B: 2 points
- C: 2 points
- D: 0 points

#### Question 6:

- A: 3 points
- B: 3 points
- C: 2 points
- D: 0 points

### Your Results!

#### 15-18 Points: You're Ready To Start a Promo Business!

Congratulations, future promo pro! You have the drive, mindset and business acumen to crush it in this industry. ASI® can help you hit the ground running with tools, suppliers and support to make your life easier. See how easy it is to get started!

#### 10-14 Points: You're on the Right Track!

You've got great potential, and with the right tools, you could build a profitable promo business. Whether you need help finding clients or streamlining sales, ASI has your back. Learn more about ASI membership!

#### 6-9 Points: Still Exploring? That's Cool!

The promo industry has a lot to offer, and it sounds like you're still gathering info. That's smart! [Download our free guide: "The Ultimate Guide to Starting a Promo Business."](#)

#### 0-5 Points: This Might Not Be Your Thing ... Yet!

Based on your answers, the promo industry might not be the right fit for you right now. But hey, things change! If you want to learn more about the industry, [check out our blog here.](#)