

# "The 5 Questions Every CEO Should Be Able to Answer"

*A Self-Assessment for CEOs and Senior Executives*

This works because it is directly relevant to your ideal prospect, it demonstrates your coaching philosophy before they ever meet you, and it gives you an email address to follow up with.

## The 5 Questions — Content

The self-assessment includes these five questions, each with a brief explanation of why it matters and a simple 1-5 rating scale:

- **Question 1:**

"Who in your life will tell you the truth when you're wrong — without an agenda?" If you paused before answering, that gap may be costing you more than you realize.

- **Question 2:**

"What are you pretending not to know?" Every leader knows something — about a person, a product, a process — that they have been avoiding acting on. The gap between what you know and what you do is where most leadership problems live.

- **Question 3:**

"Is your leadership team telling you what you need to hear, or what they think you want to hear?" The higher you go, the less unfiltered truth reaches you. How confident are you in the information you're making decisions on?

- **Question 4:**

"When did you last invest in your own development as seriously as you invest in the business?" CEOs who stop growing personally become the ceiling of their own organizations.

- **Question 5:**

"Are you building a company you're proud of — and a life you're proud of?" The two are not always the same thing. The best leaders find ways to pursue both.

## How to Deploy the Lead Magnet

- Add a "Download Free Assessment" button to the homepage (below the hero and in the footer)
- Add it to the Ron Merryman page as a secondary CTA
- Mention it in your LinkedIn posts once every 3-4 weeks
- When someone downloads it, send a personal follow-up email within 24 hours — not an automated sequence, a personal note from Ron