

Solopreneur Self Assessment

Solopreneur. Ask people what this word connotes, and you're likely to get a myriad of responses – some are positive; some are not. Running your own business is an exciting and fulfilling endeavour. But it is also a lot of work and learning.

Many people believe that the only thing you need to be successful is to have a great product or service. The truth is that many failed businesses had amazing products and services. In order to survive and thrive as a solopreneur you need to build a complete system around your product or service.

There are eight areas that are vitally important to running a successful and sustainable business:

- Self-Awareness
- Support
- Time Management
- Advisors
- Marketing
- Branding
- Financials
- Systems

Each of these areas require special attention in preparation for business success. The questions are designed to stimulate thought and action. Each area comes together to prepare the solopreneur to create a successful business. Completion of this exercise and charting the scores on the pie-chart on the last page will provide you with a visual image of that preparedness.

Directions: For each of the areas identified on the following pages, there are several items which characterize different aspects of your business. Respond to each of the questions as accurately as possible. After each section, add up your individual item scores and place the sum in the space provided. Once you have completed all of the sections, turn to the last page and mark your area scores on the circle as indicated. In the circle, shade in the areas, from the center outward, visually indicating your score in each area. The resultant picture will provide a measure of your preparation for running your successful business and help focus your business planning efforts.



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Self Awareness

1	2	3	4	5	6	7	8	9	10
I am starting my business strictly to make money								I have a passion for my business and want to share it with the world	
1	2	3	4	5	6	7	8	9	10
I have no business education either formal or informal								I have been learning about business for years through classes & self-learning	
1	2	3	4	5	6	7	8	9	10
I find every way possible to put off doing the uncomfortable								I have the ability to focus and get things done when they need to be done	
1	2	3	4	5	6	7	8	9	10
I am addicted to instant gratification								I have the ability to delay gratification so I can achieve my long-term goals	
1	2	3	4	5	6	7	8	9	10
I just jump into things and take my lumps as they come								I am fully aware of my strengths and weaknesses and work around them	

Area Score: _____

Support

1	2	3	4	5	6	7	8	9	10
My family is against me starting a business								My family is fully supportive of my business in terms of time & money	
1	2	3	4	5	6	7	8	9	10
My friends are against me starting a business								My friends are fully supportive of my business in terms of time & money	
1	2	3	4	5	6	7	8	9	10
I have never worked with a coach and don't feel I need one								I have much experience with coaching and understand the value they bring	
1	2	3	4	5	6	7	8	9	10
I believe in learning only through personal experience								I believe in learning from everywhere: books, courses, coaches, mentors	
1	2	3	4	5	6	7	8	9	10
I need to make money immediately to support my family								I have adequate savings or other income to allow me to grow my business	

Area Score: _____



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Time Management

	1	2	3	4	5	6	7	8	9	10
I just go with the flow and do whatever grabs my attention									I plan out my week and my day to be as effective as possible	
	1	2	3	4	5	6	7	8	9	10
I fully let other people fill my days with their demands									I know when my personal energy peaks & lows are & plan my tasks accordingly	
	1	2	3	4	5	6	7	8	9	10
I am like a crow around shiny objects									I have the ability to focus and block out distractions	
	1	2	3	4	5	6	7	8	9	10
I am all or nothing. Workaholic or lazy									I am able to properly balance work time and personal time	
	1	2	3	4	5	6	7	8	9	10
I never plan. I just do whatever is in front of me right now									I fully know what my priorities are and plan my time and tasks around them	

Area Score: _____

Advisors

	1	2	3	4	5	6	7	8	9	10
I have never worked with a coach and don't feel I need one									I have much experience with coaching and understand the value they bring	
	1	2	3	4	5	6	7	8	9	10
I don't have a mentor and I don't feel that I need one									I have many mentors in real life and through reading	
	1	2	3	4	5	6	7	8	9	10
I do not have a Board of Directors and don't feel like I need one									I have a Board of Directors filled with experienced people & varying skill sets	
	1	2	3	4	5	6	7	8	9	10
I do not have an Accountant or a Bookkeeper									I have a great Accountant & Bookkeeper & have regular, in depth meetings	
	1	2	3	4	5	6	7	8	9	10
There is no one that I can call on a bad day to put me back on track									I have a few great people I can call in tough times to put me back on track	

Area Score: _____



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Marketing

1	2	3	4	5	6	7	8	9	10
I hate social media and avoid it like the plague								I understand the power of social media & use it strategically to market	
1	2	3	4	5	6	7	8	9	10
I hate networking and avoid it like the plague								I am comfortable building relationships and am in a few great networking groups	
1	2	3	4	5	6	7	8	9	10
I never speak publicly, do videos, write, or have relationships with media								I confidently share my expertise in many places and formats	
1	2	3	4	5	6	7	8	9	10
I would never ask for a referral I just silently pray for them								I am completely confident in asking my clients for qualified introductions	
1	2	3	4	5	6	7	8	9	10
I am not partnered with any other businesses and do it all on my own								I have a group of complimentary businesses I partner with	

Area Score: _____

Branding

1	2	3	4	5	6	7	8	9	10
I have no consistent colour scheme or Look and just use whatever is handy								Everything in my company has a consistent, cohesive, identifiable look	
1	2	3	4	5	6	7	8	9	10
I have no idea what sets me apart from any other business that sells the same stuff								I know exactly what sets me apart from my competition and can fully express it	
1	2	3	4	5	6	7	8	9	10
Everyone is my potential client and I market to cover all bases								I know exactly who are my ideal clients & concentrate my efforts to reach them	
1	2	3	4	5	6	7	8	9	10
I have no clear message of what my business does or why I do it								I am clear about what I do in my business and why and can articulate it	
1	2	3	4	5	6	7	8	9	10
I have no thought out and written down vision, mission, or values								I have written down vision, mission, values and a Code of Honour	

Area Score: _____



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Financials

1	2	3	4	5	6	7	8	9	10
I have no idea what my overhead is & just pay my bills as they come in								I am fully aware of my overhead & all expenses & keep them as low as possible	
1	2	3	4	5	6	7	8	9	10
Once my taxes are overdue I will throw my receipts in a garbage bag								My books are fully up to date & I go over all my reports regularly	
1	2	3	4	5	6	7	8	9	10
I do not have an Accountant & do everything myself once it's on fire								I have a strong relationship with my Accountant and we meet regularly	
1	2	3	4	5	6	7	8	9	10
I remember to send my invoices when my bank account runs dry								I regularly invoice and fully know the flow of money through my business	
1	2	3	4	5	6	7	8	9	10
My debt load is high & I have to work full time just to service it								I am debt free in both my business and personal life	

Area Score: _____

Systems

1	2	3	4	5	6	7	8	9	10
I market only when I need to drum up new business								I have a consistent marketing plan that runs all year to new & existing clients	
1	2	3	4	5	6	7	8	9	10
I deal with whatever is thrown at me. I feel like a plate spinner								I have strong systems in place for scheduling all my work	
1	2	3	4	5	6	7	8	9	10
I only look at my bank account when I get a call from a creditor								I have a standing weekly appointment to go over all of my financials	
1	2	3	4	5	6	7	8	9	10
I run my business and my life in crisis to crisis mode								I have a standing weekly appointment to review my priorities and plan my time	
1	2	3	4	5	6	7	8	9	10
I am a small business & don't feel there is a need for an Org Chart								I have a fully laid out Org Chart including job descriptions	

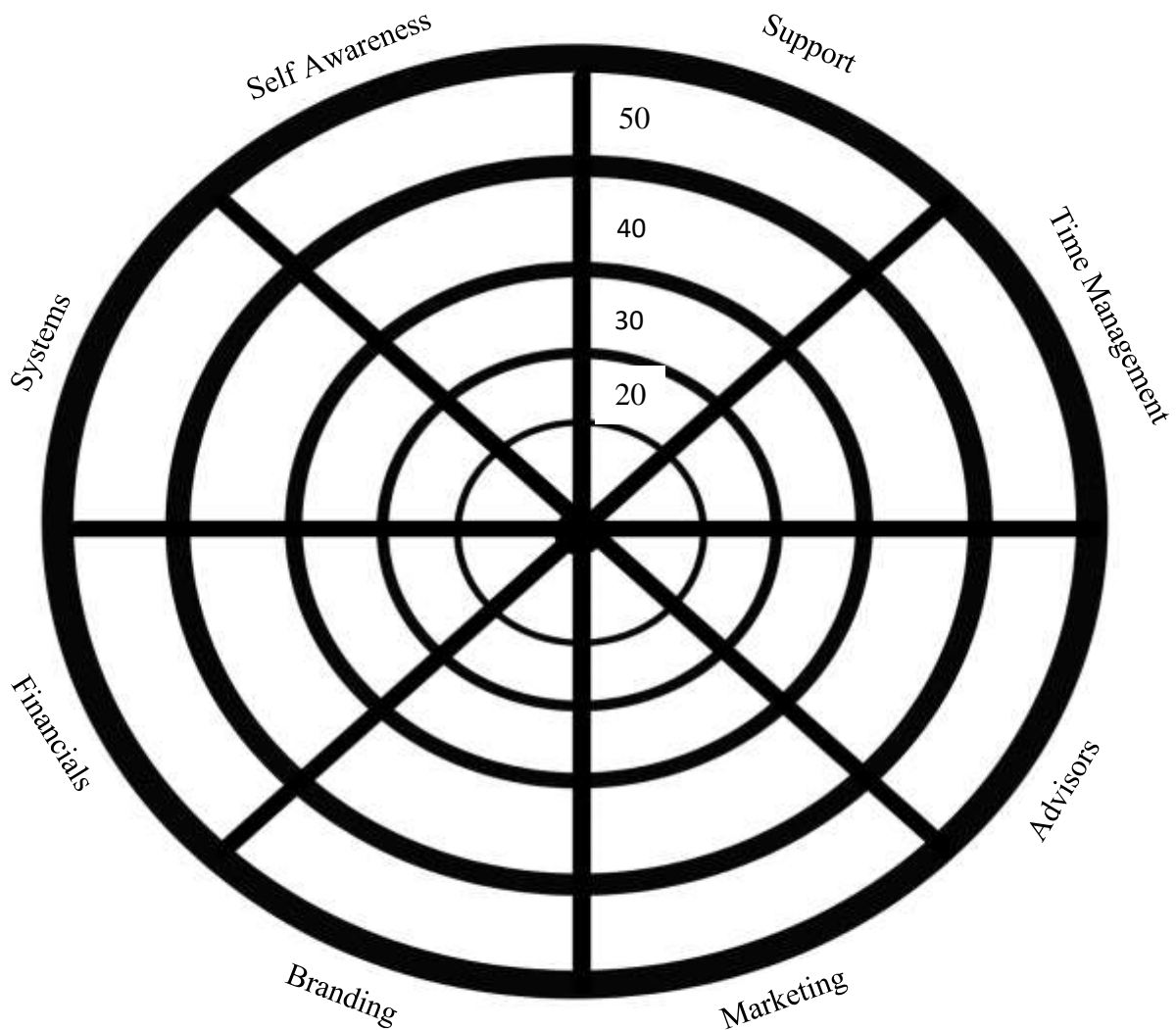
Area Score: _____



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Looking at the whole picture, transcribe area scores from each of the categories onto the area marks in each section of the labeled circle below. Shade in the area from the area score mark you just placed on the circle inward. Once the area scores have been shaded, you will have a sense of the well-roundedness of your business. This is a great way for you to see where you are strong and where you need to work on.



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