

Personal / Business Inventory

Why do I want to own a business?

Am I willing to work harder on myself than I am on my business?

Yes

No

At what level do I want to play the game?

Hobby

Part-Time

Full-Time

Tycoon

At what level of play am I willing to extend myself to play the game?

Casual

Hobby

Part-Time

Full-Time

How afraid am I of failure?

Terrified

Somewhat

Totally Relaxed

What are my procrastination techniques?

Social Media

Baking / Cooking

Online Shopping

Cleaning

Netflix

De-Cluttering

Sleep

Exercise

Kids

Spouse

Chatting

What price will I have to pay to succeed?

- | | |
|---------------------------|------------------------|
| Give up hobbies | Less time with family |
| Money | Cut back hours at work |
| Give up vacation time | Give up TV time |
| Give up Social Media time | Move |
| Give up weekends | Give up evenings off |
| Reduce kid's activities | |

Can I delay the financial rewards until the business is successful?

- | | |
|-----|----|
| Yes | No |
|-----|----|

What have been my greatest successes?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

What are my greatest skills?

- | | |
|-----|-----|
| 1. | 11. |
| 2. | 12. |
| 3. | 13. |
| 4. | 14. |
| 5. | 15. |
| 6. | 16. |
| 7. | 17. |
| 8. | 18. |
| 9. | 19. |
| 10. | 20. |

What have been my greatest failures?

-
-
-
-
-

What are my greatest weaknesses?

-
-
-
-

Am I willing to make mistakes and learn from them?

Yes

No

Do I have a solid support network?

Yes

No

Who: 1.

2.

3.

4.

5.

SMART GOALS

What is my main business goal?

Specific

What are the numbers?

Profit

Cashflow

Clients

Other

Measurable

You control the actions you take which lead to the results you get

Action

Action

Action

Action

Action

Attainable

What is my action plan?

Daily?

Weekly?

Monthly?

Quarterly?



Realistic

What am I prepared to do to meet these action goals?

Stop Doing

Start Doing

Timed

What is my timeline for attaining my goals?

One Month

First Quarter

Second Quarter

Third Quarter

One Year



Values List

Branding Checklist

What is my “look”?

Colours

Fonts

Logo

Meme

Tag Line

Dress code

Other

What is my real business? What problem do I solve?

What is your USP (Unique Selling Proposition)

How can I set myself apart from my competition?



Dealing with “No”

It's a one-word answer. The word “No.” Some people really have a tough time accepting the fact that they are going to hear the word “No” fairly often. They get discouraged and feel rejected because they look at the word “No” as a negative. Nothing could be further from the truth. The word “No” simply means that nothing changes. Think about it. You approach your neighbours and ask them to do business with you and they say “No” – what has changed? Are they still your neighbours? Yes. Did your income go up or down? No. Nothing has changed. This situation can't be a negative; to be negative things would have had to get worse, and they didn't. Everything remained exactly the same.

On the other hand, what if they had said, “Yes.” Now there are some positive changes. They got to receive a great product or service. (Positive) You get a chance to gain their confidence and acquire a new client. (Positive) You get to earn some money. (Positive) You may get some referrals. (Positive) You can see by this example that there are no negatives in business. There are times when nothing changes and positives.

Over the next month we are going to conduct an experiment. On the following pages there are 100 No's. You are to go out there and conduct your business and every time you get a No check it off. If you want to see your business explode with growth take this exercise very seriously.

1. Ask someone in your warm market for an appointment.
2. Ask a company if they would like a free lunch hour seminar for their employees.
3. Ask an existing client for a referral.
4. Ask a center of influence if they would like to set up a referral network with you.
5. Follow up on a database letter and ask for an appointment.

The more you do this, the harder it becomes to get those 100 No's. You will find that “Yes” will creep in there every once in a while. Don't let this distract you from your primary goal to get those 100 No's.

For this exercise to truly be effective you have to HEAR the NO, so you need to ask the question either face to face, over the phone / Facetime / Zoom. Email, social media messaging, and texting DO NOT COUNT.

GET TO 100 AS FAST AS YOU CAN!!!!



Question you are going to ask that if you get a YES it will move your business forward:

NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO



Setting Up Your Advisory Team

Already on My Team

Who Can I Approach

Business Coach

Financial Guide

Accountant

Bookkeeper

Computer Expert

Web Designer

Virtual Assistant

Podcast Producer

Organizer

Marketing Expert

Small Business Lawyer

Business Insurance Agent

Mentor

Sales Expert

Mastermind

Mastermind

Mastermind

Mastermind

Mastermind

Positive Reinforcer

Positive Reinforcer

Competitor

Competitor



Board of Directors

What am I?

Hare

Owl

Turtle

Squirrel

Where am I strong?

Where am I weak?

How often do I want to have a Board meeting?

How do I want to hold the Board meeting?

Phone

Zoom

Breakfast

Lunch

Dinner

Potential Board Members

Name

HOTS

Strengths

Business Budget Sheet

Revenue						
	Monthly	Non-Monthly	Monthly	Non-Monthly	Monthly	Non-Monthly
Product Sales			Contract Income		Franchising Fees	
Consulting Fees			Service Income		Rush Fees	
Commissions			Sub Lease		Royalty Income	
Investments			Space Rentals		Licensing Fees	
Expenses						
	Cost	Due Date	Cost	Due Date	Cost	Due Date
Rent / Mortgage			Coaching		Income Tax	
Utilities			Books		GST / Sales Tax	
Phone / Internet			Audiobooks		Business Tax	
Cell Phone			Courses / Programs		Workers Comp	
Zoom			Vehicle Payments		Accounting Costs	
Cleaning Service			Gas		Licenses	
Maintenance			Vehicle Insurance		CE Credits	
Business Insurance			Vehicle Registration		Memberships	
Liability Insurance			Vehicle Maintenance		Convention	
HBB Insurance			Parking		Travel Expenses	
Health Benefits			Computer Service		Networking	
Buy / Sell Insurance			CRM		Networking	
Other Insurance			AI		Office Supplies	
Equipment Lease			Canva		Client Gifts	
Business Loan			Microsoft / G Suite		Client Appreciation	
Credit Card			Computer Software		Space Rental	
Line of Credit			Computer Hardware		Advertising	
Subcontractors			Computer Back Up		Trade Shows	
Employee Salaries			Supplies / Materials		Equipment	
Virtual Assistant			Social Media Ads		Tools	
Social Media Manager			Social Media Ads		Furniture	
Bookkeeping			Social Media Ads		Charity	
Eating Out			Web Site Hosting		Charity	
Coffee Meetings			Advertising		Miscellaneous	
Office Coffee, etc			Signage			
Entertainment			Business Cards			
Thank You Cards			Print Materials			
Postage			Podcasting			
Courier			Video Editing			

Financial Goals

What much do you want to earn in the next year? \$

How many weeks do you want to work?

How many hours a week do you want to work?

What is an hour worth? \$

What other financial goals do you have?

What are the associated costs?

Equipment \$

Education \$

Marketing \$

Staff / Virtual Assistant / Contractors \$

Other \$



Code of Honor

Defining Your Ideal Client

Who is your target market by product/service line?

Where have you enjoyed the most success?

What are the common characteristics of your target market?

Age

Marital Status

Gender

Industry

Profession

Income / Net Worth

Geographically

Association

Political Association

Religious Affiliation

Social Media

Other



Cashflow Checklist

Do I have an accountant and bookkeeper?

Bookkeeper

Accountant

How often am I reviewing my financials?

Daily

Weekly

Monthly

What is my overhead when broken down on a monthly basis?

\$

Rent

Loans

Lease

Insurance

Staff

Utilities

License

Equipment

Subscriptions

Other

When do I do my invoicing?

Per Job

Weekly

Monthly

What are the terms on my receivables?

Immediate

One Week

30 Days

60 Days

90 Days

120 Days

When do I pay my payables?

Weekly

Bi-Weekly

Monthly

Day of the Week

What are the terms on my payables?

Immediate

One Week

30 Days

60 Days

90 Days

120 Days



Do I have an emergency fund or line of credit for my business set up?

No

Yes

How Much

Where

When are my busy times?

Time of Day

Day of Week

Week

Month

Quarter

When are my slow times?

Time of Day

Day of Week

Week

Month

Quarter

What are my streams of income?

Products

Services

Profit Checklist

What is my profit after ALL expenses?

Per Hour	\$	Per Month	\$
Per Product	\$	Per Service	\$

How often am I reviewing my Profit reports?

Weekly	Monthly	Quarterly
--------	---------	-----------

How much money am I putting into my Financial Freedom Fund?

Amount	\$		
Frequency			
Daily		Weekly	Monthly

How much money am I putting into savings to finance future growth?

Amount	\$		
Frequency			
Daily		Weekly	Monthly

How many hours am I working?

Daily	Weekly	Monthly
-------	--------	---------

How many hours do I want to be working?

Daily	Weekly	Monthly
-------	--------	---------

How many Freedom Days am I taking?

Weekly	Monthly	Quarterly
--------	---------	-----------

How many Freedom Days do I want to be taking?

Weekly	Monthly	Quarterly
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What percentage of my income is Residual? %

What percentage of my income is Passive? %

