

The Business Owner's Checklist

Is your business an asset? One you could sell someday? Check the items that are true for you now. Then make a plan today for the areas with the FEWEST checkmarks!

Mindset	Focus	Strategy	Money	Numbers	Freedom
<p>Your relationship with your business consists of your thoughts & feelings about it.</p> <ul style="list-style-type: none"> <input type="checkbox"/> I look for ways to appreciate and feel connected with my business and resist the temptation to blame it. <input type="checkbox"/> Every day I ask myself powerful questions to get my mind working FOR me, like: "How can I...?", "What do I really want?", "Is this a story or a fact?" <input type="checkbox"/> I never doubt my self-worth and know it's not defined by the success of my business. <input type="checkbox"/> I believe my thoughts create my experience—not other people or circumstances <input type="checkbox"/> For every result, I either succeed or learn. 	<p>Focus on one target market that you can serve fully. The narrower the better!</p> <ul style="list-style-type: none"> <input type="checkbox"/> We are able to clearly describe our niche and their problems in great detail. <input type="checkbox"/> The solutions we offer are unique and different in the way it solves our customer's problems, giving us a very clear competitive advantage. <input type="checkbox"/> We turn away work from customers not in our target market because we know it dilutes our focus and value. <input type="checkbox"/> We know the size of our market and serve more than 50% of the customers in it. <input type="checkbox"/> Every day I schedule time to focus and proactively add value to my business. 	<p>Identify what your company does that provides the MOST value to your customers and is the easiest to learn. This becomes a solution, which you market as a "product".</p> <ul style="list-style-type: none"> <input type="checkbox"/> We create, own, and train customers and staff on our solution, which is our product. <input type="checkbox"/> We invest time and money to develop, streamline, scale and market our products and minimize hourly services. <input type="checkbox"/> We do very little (less than 20%) custom work or services. <input type="checkbox"/> Our marketing funnel consistently generates new leads and prospects. <input type="checkbox"/> I am confident in my team's ability to create a strategy for every obstacle. 	<p>When it comes to generating revenue and cashflow:</p> <ul style="list-style-type: none"> <input type="checkbox"/> I know exactly how much money we made last year, last quarter, last month & last week. <input type="checkbox"/> We make weekly financial forecasts, and monitor accuracy so we can plan. <input type="checkbox"/> We don't bill by the hour. Our solutions are priced based on the value they provide. <input type="checkbox"/> Our business generates positive cashflow because customers pay in advance. We have no accounts receivables. <input type="checkbox"/> More than 50% of our revenue is recurring revenue (membership, subscriptions, retainers, trainings, etc.) 	<p>What Gets Measured Gets Done!</p> <ul style="list-style-type: none"> <input type="checkbox"/> We have 3-5 Key Performance Indicators (KPIs) that we use to monitor the most important numbers for our business. <input type="checkbox"/> We have written yearly, quarterly and monthly goals for the company. <input type="checkbox"/> Everyone understands how they contribute to the company's goals. They have individual goals that support the company's vision. <input type="checkbox"/> We measure customer satisfaction and loyalty consistently with the Net Promoter Score. <input type="checkbox"/> We don't create in-depth estimates or respond to RFPS with proposals. 	<p>You are not your company. If the company won't run without you, you have a job, not an asset.</p> <ul style="list-style-type: none"> <input type="checkbox"/> I have a management team that I trust. <input type="checkbox"/> We have long-term incentive plans for key roles. <input type="checkbox"/> I've created a clear vision for the business and shared it. Everyone on the team loves it. If not, they transition out. <input type="checkbox"/> We hire specialists who are great at what they do rather than generalists who do a little bit of everything <input type="checkbox"/> As the owner, I no longer handle the sales. We have a clear and standard sales process and sales team.

<p>Bonus: Iterate</p>	<ul style="list-style-type: none"> <input type="checkbox"/> When setting goals, I decide on purpose the result we want, then take action, measure results and keep iterating until we succeed. I know the only way to fail is to quit – and that's not in our DNA.
-----------------------	---

Turn Your Business Into an Asset. It's the Fastest Way to Freedom.

If you've tried seminars, books, coaches and programs without getting the results you want, it's because the process has never been structured *this* way before. When you change the way you think about your business and the way you run it, your business *will work for you*. The process to get there is much easier and faster when you have a guide who's done it to help you.

I'm Debbie King and in my one-on-one business coaching program we work together on these steps. They're same ones I used to turn my business into an asset that I sold.

Even before the current economic situation, if you're like most business owners, you tried to do too many things, for too many different types of customers. And now? You might find yourself scrambling, wanting to take ANY work in order to keep your business going. That is not the best strategy. It will result in stress and overwhelm - for you *and* your team and it will not differentiate your business in the market.

The time to get clarity is NOW. This is the time to build version 2.0 of your business. The business you wish you had. A business that works FOR you, so that never again will you feel the pain of being trapped and unable to focus, with a business at risk. When your business is an asset, you are secure AND free.

Start taking action today and schedule a consult with me. Even though the consult is free, you'll leave with at least one valuable tool that you can start using right away in your business. We'll also evaluate together if you're a good fit for my 12 week, one-on-one business coaching program which guarantees results.



Schedule now: LovingYourBusiness.com/Schedule