



On a scale from 1 to 10, please rate yourself in each of these areas:

POWER MINDSET

- _____ I start each day by reviewing my goals
- _____ I have power phrases that I use throughout the day
- _____ I only interact with positive people
- _____ I have a mastermind group of like minded entrepreneurs that I meet with on a regular basis
- _____ I have mastered my self talk
- _____ I don't get mad easily
- _____ I am in control of my mind and don't let outside events influence me or my mood
- _____ I set big goals
- _____ I feel confident that I will meet or exceed all of my goals
- _____ I never stay stuck in a rut
- _____ **Total**

OPTIMIZE YOUR SALES

- _____ I have mastered my sales presentation and prospects can't wait to buy my product or services
- _____ My sales materials are all client focused on their pain and how I can solve it
- _____ I love calling prospects to tell them about my products or services
- _____ I follow up with prospects quickly and frequently
- _____ I never give up on a prospect and have an automatic follow up system that keeps them in my sales funnel
- _____ I always track my sales activities and know my numbers

- _____ I consider sales to be a win-win for both me and my clients
- _____ I feel confident going into sales presentations
- _____ I know what objections my prospects may have and feel comfortable dealing with them
- _____ I have clearly defined sales goals and action steps to reach my goals
- _____ **Total**

OPTIMIZE YOUR MARKETING

- _____ I have at least 6 methods of marketing my business
- _____ My marketing stands out from my competition
- _____ I track all of my marketing campaigns and know exactly where my clients are coming from
- _____ I have fantastic strategic alliance partners who send me lots of great clients
- _____ I know exactly who my perfect clients are and know exactly how to get more of them
- _____ I use a great contact management system daily
- _____ I contact all of my clients or prospects at LEAST 12 times per year
- _____ I have a clearly defined USP (unique selling proposition) that I use in all of my marketing materials
- _____ I have mastered the art of copy writing because I know you need great copy to get results with marketing
- _____ I have a detailed marketing plan for the year that I follow
- _____ **Total**

STRATEGIC PLANNING

- _____ I have a strategic plan for my company both short, mid and long term
- _____ I know what I am working on in my company each quarter
- _____ Before I make a decision I evaluate how it fits with my strategic plan
- _____ Each impact area of my company (sales, marketing, etc) has a strategic plan
- _____ All of my key employees are aware and on board with the company's strategic plan
- _____ I am working "on" my business instead of "in" it each day

- _____ I don't operate in a reactive mode always putting out fires
- _____ I always take vacation each year
- _____ I never wonder where has all the time gone because my company has not achieved its objectives
- _____ I know exactly what my objectives are for the next year and am on target to reach or exceed them
- _____ **Total**

OPTIMIZE YOUR INTERNET MARKETING

- _____ My website has an Alexa ranking of less than 1 million
- _____ My website is designed to bring prospects down my marketing funnel
- _____ I know the stats for opt in and sales on my website
- _____ I have maximized my site for SEO
- _____ I am advertising online in at least 3 places
- _____ I am testing each advertising campaign online
- _____ I have an online newsletter with at least 5000 subscribers
- _____ My website is making me money by getting leads or sales
- _____ My website is focused on the prospect and their needs not our company
- _____ I have 10 or more joint venture partners online
- _____ **Total**

OPTIMIZE YOUR SYSTEMS FROM BUSINESS OWNER TO ENTREPRENEUR

- _____ My company is run like a franchise with systems for everything
- _____ I have a detailed employee handbook
- _____ I could easily fire and hire without my business losing a beat
- _____ I could go on vacation for 1 month and the business would run without me
- _____ I am constantly working on the business and improving the existing systems

_____ Whenever a problem or challenge comes up we simply create a new system to handle it in the future

_____ I meet with all of my staff regularly and have effective meetings to improve the company and how it operates

_____ My sales team uses an effective sales and follow up system

_____ I have pig headed discipline and persist until new systems are implemented by all staff and perfected

_____ I lead by example and follow all of the systems in my company

_____ **Total**

OPTIMIZE YOUR TIME MANAGEMENT

_____ I am a master of time management

_____ I am early or on time to ALL appointments

_____ My team all follows a time management system and I inspect regularly to make sure it is being used

_____ I can find all of my documents within 10 seconds or less

_____ I only touch it once with all items in my inbox

_____ I have a daily schedule and follow it

_____ I have a master list so I don't forget anything

_____ I do the most important items first each day

_____ I block activities (such as off site meetings) to maximize my time

_____ I only check my email 3 times per day

_____ **Total**

_____ **Total of all areas**

_____ **Today's Date**