



*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**