



Business Assessment Guide



Target Market Questions

1. Describe the type of person you like to work with the most.
2. Describe the type of person that would be likely to most feel in rapport with you.
3. Give the demographics of people who are most attracted to you professionally: Live? Income? Age? Typical Profession? Etc?
4. What are some of your core values (that you want your customers to share)?
5. Who would you just spend time with even if they weren't paying you?



Problems Of Your Target Market

1. Chose a domain: Ex. Business, Health, Money, Productivity, etc
2. What are some of their (your target market's) key frustrations around this domain?
3. What would they love to have just go away (what problem do they want to disappear)?
4. What have they struggled with for a long time and not been able to figure out?
5. Where is the highest money, time or value at stake for them in this domain?



Solutions For Your Target Market

1. Chose service or product to start - what do you prefer?
2. How do they want this product or service delivered to them?
3. Do they want individual or can we leverage into group delivery of solutions?
4. Can we break their big problem down into smaller problems and solve each little problem with different solutions at different price points?
5. What's the most important parts of the solution for the customer? Speed? Cost? Etc?



Your Expertise

1. Are you an expert in: Producing Results? Sourcing Resources? or Leading Others?
2. Where have your past customers/clients achieved their greatest results? Any patterns?
3. What specifically do your friends or family ask you for advice about?
4. What are you passionate about learning about? Attend seminars in? Read books on?
5. If we interviewed your customers, clients or friends on your expertise - what would they say?



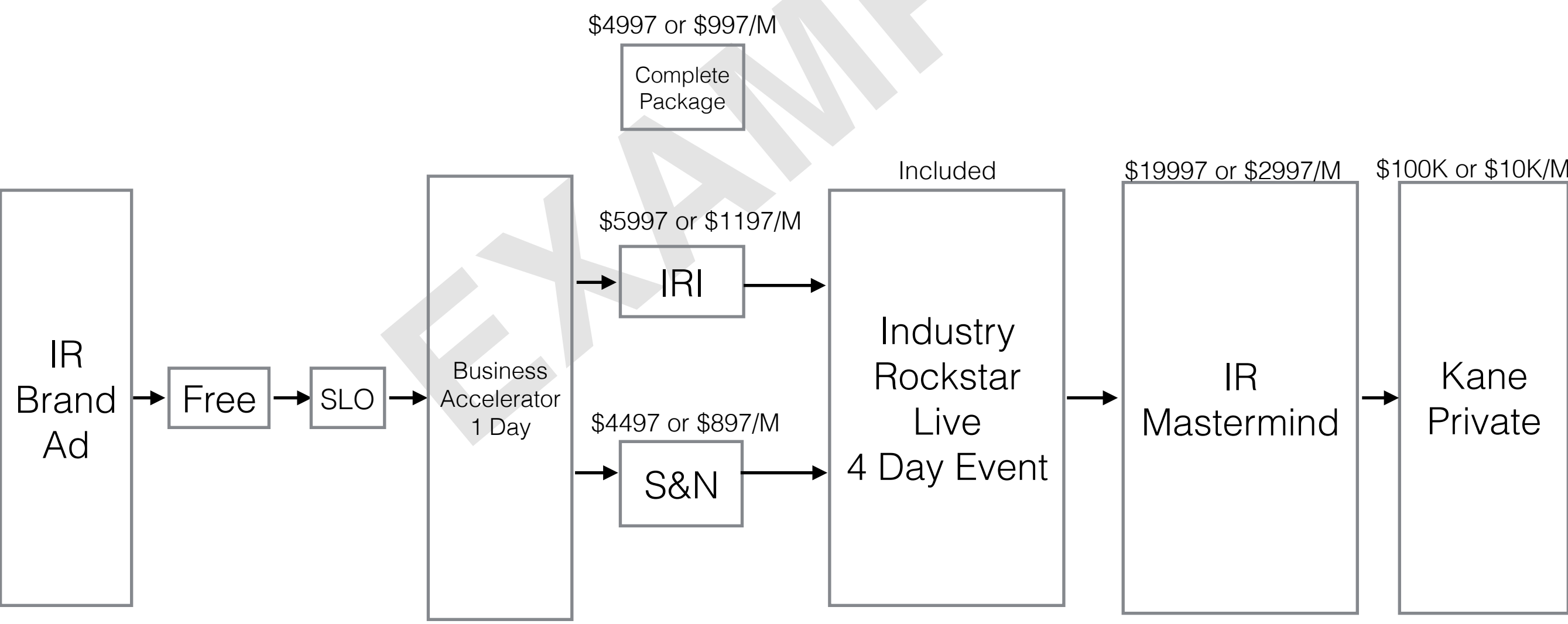
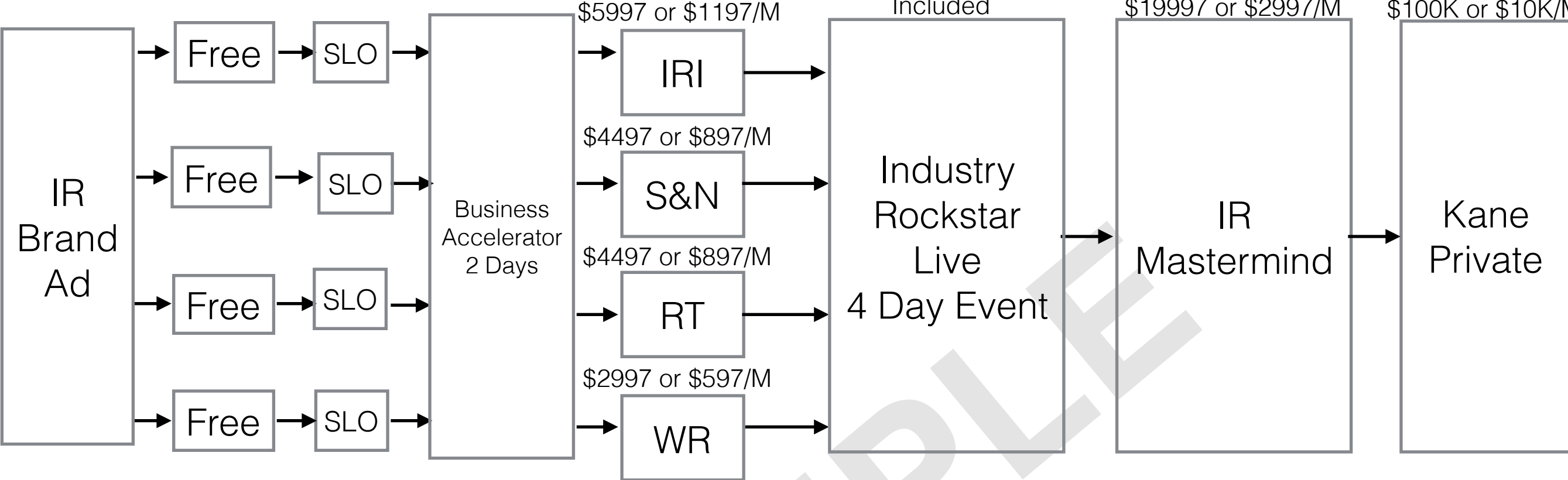
Your Mission & Message

1. What's your "why"? What gets you up in the morning? Why are you in this business?
2. What are you looking to change or contribute in your community or world through this business?
3. What is the personal message you want to share with your customers/clients through your work?
You can be/do/have X!
4. How do you want to be remembered by people in your industry? How will you leave a legacy?
5. What's your dream of what you will create or how you will impact people?



Viability

1. How big is the potential market?
2. Are there a lot of competitors already doing the exact same thing? If, so - what's my new angle?
3. How much will it cost me to develop (manufacture) my product or service, and what's the hard cost to delivery of it (to the customer)?
4. What are my marketing channels (just a quick assessment)? Who would be my key Joint Venture/ Marketing Partners be?
5. What major "barriers to entry" can I see? Costs? Relationships? Etc?





Business Model (Ascension Model) Flow

1:1

Group Experiences

Products



Revenue Model Build Out Monthly/Annually

1. How many customers would be reasonable (per month) for each of your products/services?
2. Multiply by your product price
3. Repeat with all other products and upsells
4. Factor some rough costs
5. Build out a rough monthly Profit & Loss statement... Then an annual one.



Revenue Model Build Out Monthly/Annually

Starting Level - Phase 1 (1 to 18 months)

Speaker

90 Minute Presentation (2 Presentations per month, min 30 people in each)

6 Tickets Sold per event @ \$197=\$1,182/Month or \$14,184/year

Seminar Leader

25 people in each seminar (can be held 3 times a year)

Products sold at seminar (20% Conversion) \$497 = \$2485

Group Coaching (20% Conversion @ \$500 per month) = \$30,000

One on One Clients (10% Conversion @ \$750 per month) = \$18,000

Income Per Seminar = \$50,485 or Per Year = \$151,455

Coaching/Consultant

2 clients a month from private network referrals (max 10 clients)

\$750 per client = \$1500 per month

Jan - \$1500

Feb - \$3000

March - \$4500

April - \$6000

May - Dec \$7500

Total Income Per Year = \$75,000

Phase 1 Total Income = \$240,639



Revenue Model Build Out Monthly/Annually

Middle Level - Phase 2 (18 to 30 months)

Speaker & Key Notes Speeches

3 Key Notes Speeches a year @ \$5K per Key Note = \$15K per year

90 Minute Presentation (2 per month, min 50 people)

30 Tickets Sold @ \$497 a piece = \$14,910 Per Month or Per Year = \$193,920

Seminar Leader

90 people in each seminar (held 2 times a year)

Products (20% Conversion) \$497 = \$8946

Group Coaching (20% Conversion @ \$750 per month) = \$162,000 per year

One on One Clients (10% Conversion @ \$1000 per month) = \$108,000 per year

Total Income Per Seminar = 278,946 or Per Year = \$557,892

Coaching/Consultant

2 clients a month from private network referrals (max 10 clients)

\$1000 per client = \$2000 per month

Jan - \$2000

Feb - \$4000

March - \$6000

April - \$8000

May - Dec \$10000

Total Income Per Year = \$100,000

Internet Marketing

Small Product Launch (\$27) = 75 people per month buy your product

Small Upsell (\$47) = 25 people per month buy your product

Total Income Per Month = \$3200 or Per Year = \$38,400

Phase 2 Total Income = \$890,212



Revenue Model Build Out Monthly/Annually

Rockstar Level - Phase 3 (30 months to the rest of your life)

Speaker & Key Notes Speeches

3 Times a year @ \$10K per Key Note = \$30K per year

90 Minute Presentation (2 per month, min 100 people)

30 Tickets Sold @ \$997 a piece = \$29,910 Per Month or Per Year = \$388,920

Seminar Leader

150 people in each seminar (held 2 times a year)

Products (20% Conversion) \$497 = \$14,910

Group Coaching (20% Conversion @ \$1000 per month) = \$360,000

One on One Clients (10% Conversion @ \$2000 per month) = \$360,000

Total Income Per Seminar = \$734,910 or Per Year \$1,469,820

Coaching/Consultant

2 clients a month from private network referrals (max 10 clients)

\$2000 per client = \$4000 per month

Jan - \$4000

Feb - \$8000

March - \$12000

April - \$16000

May - Dec \$20000

Total Income Per Year = \$200,000

Internet Marketing

Evergreen Program \$97 per month = 50 people per month in your program

Product Launch \$197 = 25 people per month buy your product

Total Income Per Month = \$9,775 or Per Year = 117,300

Author

(Self Published) Book Sales - 40 per month (500 a year) at \$15 per book

Total Income Per Year: \$7,500

Phase 3 Total Income = \$2,183,540



Outcomes

1. What do you want to achieve in the next 90, 180, 365 days?

1. Financially

90	180	365
----	-----	-----

2. Tactically

90	180	365
----	-----	-----

3. Personally

90	180	365
----	-----	-----

2. What new actions do I need to take to achieve these outcomes?

3. What actions do I need to stop doing to achieve these outcomes?



Scheduling Block Time

9am	
10am	10 – 12p 📞 SALES CALLS
11am	
12pm	12p – 1p LUNCH
1pm	1p – 3p PRODUCT DEVELOPMENT
2pm	
3pm	3p – 5p MARKETING ACTIVITIES
4pm	
5pm	5p – 6p FINANCIAL REVIEWS & PAPERWORK
6pm	



Threats

1. What do you hate doing or find is just consistently annoying to you around your day?
2. What are you particularly not that good at, but currently you manage?
3. What is very time consuming that you would be better off delegating?
4. Who has bad energy that sucks up your time or your positive outlook?
5. What behaviours around success and/or money do you notice sabotage you?



BONUS QUESTIONS!

Mitigating Risks

1. What are your assumption about this business, market and/or buying behaviours of customers that have to be true to make this work?
2. What if those assumptions are not true - how will you mitigate risk?
3. What small steps can you take to test each of these beliefs?
4. Who can you engage that has been there before you (mentor)?
5. Assuming wonderful success, how will you prepare to go through possible rough spots?



Actions to take

- 1) Answer all these questions!
- 2) Design a business model
- 3) Design a revenue model