

# BUSINESS WRANGLING...

Where are you leaking time, money and energy  
in your business?

Choose the option that MOST describes you.

## *Business Plan*

- A. I have a working, breathing business plan and consult and update it regularly - it helps me reach my goals.
- B. I have a business plan, but haven't looked at it since the day I wrote it. Maybe I need a different kind of plan...
- C. The idea of having a business plan bores me to tears. I'm a 'fly by the seat of my pants' person.

## *Level of control*

- A. I'm really on top of my business, with clearly-defined goals, procedures and outcomes. There is little stress and plenty of time for strategic planning and creativity. I spend most of my time proactively doing planned activities...
- B. I'm on top of parts of my business, and other parts are more dicey. I'd love to have a greater sense of control and less stress. I'm tired.
- C. Most days, I'm overwhelmed by what needs to be done, and not clear on how or when to do it. I never seem to achieve as much as I set out to do, and spend most of my time in 'reactive' mode.

## *Competitive Edge*

- A. I have a strong competitive edge and I'm able to articulate it clearly and easily persuade people to buy from me.
- B. I have a point of difference and need to get better at explaining it to other people. I'm not naturally 'salesy' and need to get over it.
- C. To be honest, I haven't worked out yet what makes me different from competitors.

## *Brand*

- A. My brand is clear, unique and well-known.
- B. I have a brand but need to apply greater consistency to increase recognition.
- C. I haven't really become clear on my brand yet.

## *Positioning and Communication*

- A. I have a coordinated communication plan involving a range of learning styles and mediums, including social media, written articles, videos, webinars, audios, newsletters and more. And it works!
- B. I know I should have a communication plan, but I don't. My communication is spasmodic, with hits and misses, and I tend to focus mainly on the elements that I'm most comfortable with. There's not enough consistency and I rarely have time to measure the success of my various communication efforts - I'm too busy trying to keep up with them.
- C. My newsletter is overdue, I find it hard to get good engagement on social media and I'm scared to get in front of a camera. My mailing list is probably under-serviced at best and confused at worst - if they even remember who I am.

## *Products and programs*

- A. I delight my clients with a range of attractive, highly-effective and well-received programs and products. My income allows me to fulfil my personal and family goals comfortably, and I feel incredibly rewarded when delivering my work.
- B. I've got some workable offerings which have been well-received, but they're not widely known and I'm not selling enough of them. My income is not yet enough to comfortably support me and I worry about that.
- C. I have a lot of ideas and half-baked programs and products, but procrastinate on getting them 'out there', feel stuck and end up 'perfecting' or moving on to a new idea. If I don't start earning money soon, I'll have to re-commit to my 'day job' (or go get one!) and just thinking that makes my heart sink.

## *Time*

- A. I clearly understand my strengths and spend time focusing on what I do best, outsourcing other tasks. I spend a lot of time working ON the business, rather than IN it. I have a good work-life balance - it's one of the reasons why I went into business in the first place.
- B. I know my strengths and weaknesses, but currently do everything in my business - which means that some tasks take a lot longer than they might while I wrap my head around them. I need more boundaries between my business and the rest of my life and spend almost all my time working IN the business and little to no time working ON it.
- C. I'm like a chook with my head cut off most of the time, and wish I had more to show for it.

## *Profit*

- A. My business makes a good profit and I am very comfortable financially.
- B. I've had a few wins, but my financial position needs to improve quite considerably if I'm to work full-time in this business long-term.
- C. I'm yet to make any real money from my business.

## *Exit Strategy*

- A. If I went on holiday/got sick/fell under a bus, someone could walk in and keep the business afloat for me because of the sizzingly-good systems I have in place.
- B. If I had to take a break from the business, people would scramble to keep things afloat. I'm not sure how much would fall through the cracks. I'd be directing things from my bedside/holiday.
- C. My business and I are thick as thieves. Nobody else would have a clue about running it, and trying to pick up the pieces in my absence would be like finding your way out of a maze, blindfolded.

## *Having completed this survey:*

- A. I'm extremely comfortable with where I am as a business-owner. The survey has re-affirmed my knowledge, skills and direction.
- B. I'm aware that there are gaps between where I am now as a business owner and where I need to be. If I don't do something to address these gaps soon, I can see problems on the horizon (both within the business and in my personal life and health) and growth and profit will be slow.
- C. I'm unhappy with how things are, and realise I have a lot to learn if I'm to make a go of this.

## HOW DID YOU SCORE?

### *If you scored mostly 'A's*

As a business-owner, you're on fire! You're professional and savvy and no doubt you're reaping the results.

### *If you scored mostly 'B's*

You've been doing this for a while now, and some of it is going well. It frustrates you that you're not achieving to your potential yet. You've identified some gaps and you're willing to address them. You mostly know what to do (or where to find out) but you're just not getting around to it.

### *If you scored mostly 'C's*

You may be in the very early stages of business ownership, and you're still finding your way. You're not really clear on what to do and you're like a kid on Christmas morning, trying to work out how to unwrap a gift.

What are 3 activities that you could do, right now, that would help to move you into the A-grade category as a business-owner?

- 1.
- 2.
- 3.



## My 15 Minutes - Small Business

If you're keen to move your business up a level, short on time and overwhelmed by what needs to be done, the **My 15 Minutes Small Business** program is a perfect fit.

With achievable daily tasks - all of which can be done in 15 minutes or less - you'll move easily through a pre-designed set of business-building tasks geared for organisation and growth.

At the end of 90 days, you'll have worked on your positioning and marketing, products and services, profits and sales, mailing list growth, client relationships and business processes. You'll also have addressed your personal growth and business-life balance and challenged the mindsets that are holding you back.

Enrol in the program prior to **30 November 2013** and you'll receive our **7-module 'Business Wrap'** (valued at \$97) **FREE**.

My 15 Minutes - taking the overwhelm out of business-wrangling.

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