



Business Gap Analysis Diagnostic Questions

Motivation and Lifestyle

Why do you do what you do? What is your motivation in life?
How do you explain what you do when you meet strangers?
How do you explain what you do when you're talking to prospects?
What would it mean to you to be successful?
What does success look like in a year from now?
What do you already know you need to do?
How do you feel about your wardrobe? Your transportation? Your storage areas?
Your living environment?
Do you play or have fun within a day?
How much sleep or relaxation do you get?
How fit are you? Do you exercise?
How would you describe your diet?
Do you read, listen to or study anything?
What is your daily/weekly routine?
What is your current effective hourly rate (income minus costs divided by number of hours worked)? What is it for each product in your business?

Business Structure

What is the name of your business? Do you like it?
Who owns your business?
What is your business model?
How is your business structured?
What country and currency is your business in?
Does it have insurances?
Is your business set up to avoid over taxation if sold?
Do you own the IP or trademarks for your business?
Are you looking to eventually sell the business?
Do you intend to buy other businesses?
How did your business come about and where do you see it headed?

Work Environment

Do you work from home or do you go to an office?
Do you have a team? Are they inhouse or outsourced?
How many people are in your team? Who does what?

Products, Services and Pricing

What are your strongest products/services? How much income do they bring in on average? Who do you sell them to? What other products could you possibly bundle or promote with them?
What are your weakest products? How much do they bring in on average? Who do you sell them to?



Sales Hooks

What is your best-converting sales hook?

What brings the most leads in?

What is your best-paid product/service?

What risk reversals and guarantees do you offer? Do you have any demonstration or proof to show that your products/services are good?

Systems

What systems do you use for the following?

- Webinars
- Personal email
- Company email
- Sequences
- Segmentation
- Triggers
- Opens and closes
- Shopping cart
- Affiliates

Do you use surveys?

Is there a reporting mechanism?

Do you have a dashboard?

What kind of support do you have? Do you use live chat or messenger? Is there a telephone number on the site?

How do you handle cancellations?

Do you use videos, audios, etc.?

People

Who are your competitors?

What are their rates and offers?

Have you purchased their products?

Do you have a training library for your team?

Are you using standard operating procedures in your business?

Do you have decision-making filters to help you know who your best opportunities are?

Do you have core values for your business?

Does your team know why they're there, what your business is all about, and what it means for a customer to deal with your business?

Cash flow and marketing

How do you collect the money - are you getting transfers, credit cards, PayPal, Stripe, cash wire offers?

What is your refund rate like?

How much do you pay your merchants? Have you asked them for a better deal?

Do you get paid up front or in arrears?

Do you use credit cards to buy things on points for the business, so that you can use points to upgrade flights when we fly to conferences and things?

When was the last time you checked supply costs?



Are your products one-time or recurring?
Who signs off on expenditures?
What is the most expensive product that someone can buy from your company?
Do you get complaints about pricing?
Is there a bookkeeper in place?
Are there any debts outstanding to the business?
Do people come back and buy again? Do they make referrals?
Do you know how much a customer is worth to the business?
Do you have any of the following?
- A reactivation program
- A retention program
- Upsells and downsells
- Cross-sells
- Ongoing news
What is your current sales revenue?
What are your profit margins?
Do you have affiliates?
Do you have any kind of podcast or video show?
Are you speaking at events?
Do you have guests in your business?
Are you a guest in other people's businesses?
Do you have sales, telesales, emails?
Do you do cold outreach?
Have you got Facebook ads, pay-per-click ads on Google?
Do you sponsor anything or anyone?
Do we have professional updated branding and photographs?
Have we done any kind of segmentation or survey similar to the Ask method that Ryan Levesque teaches?
What was the single most successful campaign?
How well are your sales pages written?
Do customers need to apply or wait?
What do people complain about?
Why do people leave?

You

Have you taken any personality tests, like Kolbe? What does it indicate about you?

In conclusion

What have you learned through going through this?

Making \$10,000 to \$500,000 a year? Reach that next digit with James's help inside [SuperFastBusiness](#) membership

Making more than \$500,000? Check out the [SilverCircle](#) high performance coaching group