

BUSINESS IMPROVEMENT WORKSHEET

The following exercises are meant to reveal areas of your business that you may not have realized need work, and to motivate you to execute needed improvements.



Mindset exercise: Moving forward

The following questions should prepare you to make necessary changes in your life and business. They will help you recognize that change is good - it is a way of moving from your current situation to a better one.

What result do you want?

What does success look like for you?

Who do you need to become to achieve this?

Specialties and areas to improve

Everyone has tasks they're good at and things they could use a hand with. Identifying these areas of strength and weakness will help you properly own/train for/surrender the various roles in your life and business.

What are your specialties (what do you excel at doing)?

What do you really want help with?

WHO can do these things?

What's working best?

Chances are there are things in your business that are getting great results but that you're not doing enough of. One of the best ways to success is identifying what's working and doing more of it.

What's working best for you right now? (It might be a strategy, a process, a mindset)

What are the results you're seeing because of it?

How can you do more of it in your business?

Where is the money in your business?

Examine the following areas in your business and evaluate how well they're working, whether they could use improvement and what changes you might make to them if any.

Frequency of purchase

Conversions

Pricing

Positioning

Using email effectively

Email is a key marketing tool of online marketers. It is a means not just of promoting, but educating, motivating and feeling out the pulse of your audience.

What is the number one thing you would like to achieve with your emails?

What is the current response rate for your marketing emails?

What can you do to improve this rate?

The customer relationship

Think of your customers as people you are helping and consider how you might deliver long-term value to them. A good, sustained relationship is one that will continue to benefit both of you over time.

Based on your customers' PAINS - what solutions can you offer them to solve that pain?

Do you have an after-sales process that encourages continued connection with customers?

How long does the average customer relationship with your business last?

Summary action:

Based on these exercises, what are the top 3 things you plan to work on in your business over the next 12 weeks?

1)

2)

3)

An aerial photograph of a white and blue motorboat on clear, turquoise water. In the background, there is a lush green island with palm trees and a white sandy beach. The sky is a clear, bright blue.

**We hope
you can
join us
in the
Maldives!**

<http://www.superfastbusiness.com/maldives>

**Limited places available
until sold out**