

// **GIVE YOURSELF A ✓
FOR EACH ONE YOU HAVE & ADD
THEM UP FOR A TOTAL OUT OF 50**

- // **40-50** YES! You totally have got this!
- // **25-40** OK, Where are those Gaps happening?
- // **10-25** You need an overhaul! Let's get started!
- // **0-10** Oh dear.... Better grab a big cup of coffee.

BUSINESS

MONEY

- Pricing for Sustainability & Profit
- 12 month Plan & Forecast
- Managing Cashflow
- Taxes in Order

DO I KNOW MY FIGURES?

- Profit & Loss
- Average Spend per Client
- Profit Margins
- Growth Percentages
- Breakeven Point
- Accounts Payable/Receiveables

Are you making a Profit?

MARKETING

- I know my Dream Bride
- My Branding is up to date & consistent
- I have a 12 month Marketing Plan
- I know my Customer Experience Map
- I know where my leads come from
- I have a strategic social media plan
- I post on social media regularly

PRODUCT / SERVICE

I AM CONTINUOUSLY LOOKING FOR WAYS TO IMPROVE

- My product
- My service
- My distribution channels

STRATEGY

- I have clear Vision/Mission/Values
- I have a 12 month Strategic Plan
- I have a 3 month Strategic Plan
- I have monthly Plans
- I have a review system for each planning period
- I have a strategic network of peers around me
- I have a mentor to guide & support me

OPERATIONS

- I have registered my business name
- I am registered for GST
- I have an ABN
- I have Systems & Procedures in place
- I follow those Systems & Procedures
- I know my superannuation & tax obligations
- I have Workers Compensation
- I have Business Insurance & Public Liability

I HAVE STANDARD CONTRACTS READY FOR:

- Freelancers
- Interns/Work Experience
- Employees
- Clients

// BONUS QUIZ

BALANCE

- I take care of myself as I need
- I do regular exercise
- I have a healthy diet
- I take time off each week for me
- I have a support network

HEART

- I am getting the creativity fix I need
- I continually train in my field
- I am part of a supportive community
- I take part in Photoshoots
- I love what I am doing

// TOTAL SCORE: _____

// It should now be clear where your business gaps are and where you need to make improvements to build the business you dream of.

NEXT STEP: Get strategic and focus in on those items. Decide where you want to be & create an Action Plan. Then make it happen!

