

# BUSINESS DIAGNOSTIC

## ASSESSING WHERE YOU ARE AT NOW



## INTRODUCTION

Knowing where you're going requires you to know where you are now!

This business diagnostic will help you identify where you may have gaps or opportunities in your business.

Complete each question with a tick or leave blank if the answer is a no.

|   |                          |
|---|--------------------------|
| 1. Do you believe you have what it takes to be successful in business?          | <input type="checkbox"/> |
| 2. Do you surround yourself with optimistic high energy people?                 | <input type="checkbox"/> |
| 3. Do you invest time and money in your own personal development?               | <input type="checkbox"/> |
| 4. Do you learn from setbacks and use these to overcome later challenges?       | <input type="checkbox"/> |
| 5. Do you accept responsibility and take accountability for your actions?       | <input type="checkbox"/> |
| 6. Do you have written systems that cover procedures in your business?          | <input type="checkbox"/> |
| 7. Do you have an operations manual and standard business templates?            | <input type="checkbox"/> |
| 8. If someone else stepped into your business would they be able to operate it? | <input type="checkbox"/> |
| 9. Do you have a mechanism for collecting customer feedback and testimonials?   | <input type="checkbox"/> |
| 10. Is your workplace tidy, organised and user friendly?                        | <input type="checkbox"/> |
| 11. Do you have a clear idea of where you want to take your business?           | <input type="checkbox"/> |
| 12. Do you have enough technical knowledge to be a successful trainer?          | <input type="checkbox"/> |
| 13. Have you clearly defined your goals?  | <input type="checkbox"/> |
| 14. Do you have a mentor or business coach?                                     | <input type="checkbox"/> |
| 15. Do you have benchmarks and clear performance criteria to keep you on track? | <input type="checkbox"/> |
| <b>Total Number of Ticks</b>  |                          |

|   |                          |
|---|--------------------------|
| 1. Have you identified how you spend most of your time during the average week?         | <input type="checkbox"/> |
| 2. Do you save valuable time by automating your business wherever possible?             | <input type="checkbox"/> |
| 3. Do you minimise procrastination by starting important tasks straight away?           | <input type="checkbox"/> |
| 4. Do you know exactly where to find programmes, files, and all of your equipment?      | <input type="checkbox"/> |
| 5. Do you dictate where you spend the majority of your time?                            | <input type="checkbox"/> |
| 6. Do you practice what you preach by eating well and exercising and sleeping properly? | <input type="checkbox"/> |
| 7. Have you identified people or tasks in your life that sap your energy?               | <input type="checkbox"/> |
| 8. Do you avoid clients who drain your energy and continually muck you around?          | <input type="checkbox"/> |
| 9. Do you build regular periods of rest and renewal to recharge the batteries?          | <input type="checkbox"/> |
| 10. Do you have strategies in place to manage and control stress?                       | <input type="checkbox"/> |
| 11. Have you identified the main obstacles that could hold you back in the future?      | <input type="checkbox"/> |
| 12. Do you have strategies to control negative thoughts and self-limiting beliefs?      | <input type="checkbox"/> |
| 13. Do you have a cash flow strategy to support continued growth and development?       | <input type="checkbox"/> |
| 14. Are you up to date with trends in the fitness industry and general business?        | <input type="checkbox"/> |
| 15. Do you have a support structure to help you through the tough times?                | <input type="checkbox"/> |
| <b>Total Number of Ticks</b>  |                          |

|   |                          |
|---|--------------------------|
| 1. Do you have a number of strategies in place to provide continual new leads?        | <input type="checkbox"/> |
| 2. Are you able to quickly build rapport with a wide range of prospective clients?    | <input type="checkbox"/> |
| 3. Do you ask targeted questions and close at least 80% of sales opportunities?       | <input type="checkbox"/> |
| 4. Do you have all the sales tools you need to stand apart from the rest of the pack? | <input type="checkbox"/> |
| 5. Do you have a structured lead generating/marketing and sales process?              | <input type="checkbox"/> |
| 6. Do you have a bookkeeper/accountant to prepare monthly statements and reports?     | <input type="checkbox"/> |
| 7. Do you have someone who can help with technology and enhance productivity for you? | <input type="checkbox"/> |
| 8. Do you have people to help with administration, marketing and graphic design?      | <input type="checkbox"/> |
| 9. Do you have legal advice on tap to help with negotiations and contracts?           | <input type="checkbox"/> |
| 10. Do you have other trainers/staff to support you in your growing business?         | <input type="checkbox"/> |
| 11. Have you developed a clear one page business plan?                                | <input type="checkbox"/> |
| 12. Have you sat down and defined all of your business assets? (clients, equip, IP)   | <input type="checkbox"/> |
| 13. Have you maximised business turnover by expanding your product offering?          | <input type="checkbox"/> |
| 14. Have you raised your prices in the last 12 months?                                | <input type="checkbox"/> |
| 15. Are you charging what you truly believe you are worth?                            | <input type="checkbox"/> |
| <b>Total Number of Ticks</b>  |                          |

|  |                          |
|--|--------------------------|
| 1. Do you chunk together blocks of time for maximum efficiency?                          | <input type="checkbox"/> |
| 2. Do you control your schedule and allocate specific times available to train clients?  | <input type="checkbox"/> |
| 3. Do you dedicate set time to work ON your business? Planning/Marketing                 | <input type="checkbox"/> |
| 4. Do you regularly schedule time to look forward and proactively plan your diary?       | <input type="checkbox"/> |
| 5. Do you spend the majority of your time on high income producing tasks?                | <input type="checkbox"/> |
| 6. Have you identified a market where you are perceived as an expert/specialist?         | <input type="checkbox"/> |
| 7. Do you know how to 'name the pain' and ask specific questions/target needs?           | <input type="checkbox"/> |
| 8. Do you regularly receive referrals from doctors and allied health professionals?      | <input type="checkbox"/> |
| 9. Does your business have a unique 'brand' and point of difference?                     | <input type="checkbox"/> |
| 10. Do you know how to specialise in different markets without excluding others?         | <input type="checkbox"/> |
| 11. Have you defined income opportunities beyond one in one training by the hour?        | <input type="checkbox"/> |
| 12. Have you diversified in to specialist markets? (e.g. corporate, schools, rehab)      | <input type="checkbox"/> |
| 13. Have you developed tangible products for range of markets? (E-books, downloads etc.) | <input type="checkbox"/> |
| 14. Do you have strategic alliances and partnerships to boost your income levels?        | <input type="checkbox"/> |
| 15. Do you have a regular income stream deposited into your account each month?          | <input type="checkbox"/> |
| <b>Total Number of Ticks</b>   |                          |

**Diagnostic score total number of ticks from all 4 sections:** .....

## WHERE TO FROM HERE:

| Score | Recommendations   |
|-------|---|
| < 30  | Early days, you're still working on setting things up and sorting out your systems.<br><br>You'd probably appreciate the support and accountability of a mentor.                        |
| 30-40 | Going well. There's room for improvement. A little support and direction may put you on the path to further success. More work on the business to get you to less work in the business. |
| 40-50 | Well done business essentials covered. From here it's about fine tuning systems, creating more revenue streams and going from good to great.  |
| 50+   | You're nailing most of it so keep up the good work. If you need a few more pointers then a short sharp burst with a mentor may give you the icing on the cake.                          |

To investigate your options contact [info@theptmentor.com](mailto:info@theptmentor.com) to discuss further.

Wherever you are going we will get you there faster....