

HOW LIKELY ARE YOU TO ACHIEVE YOUR BUSINESS GROWTH PLANS?

LET'S FIND THE GAP

10 Questions to
find your gaps.
PLUS...
Serious advice
to improve.



Life and Business, Without Limitation

HOW LIKELY ARE YOU TO ACHIEVE YOUR BUSINESS GROWTH PLANS?

If you're keen to see how ready you are for your business to grow, then you need to know where you are now, and where you need to focus your efforts.

With these 10 simple questions, you will quickly be able to assess where you are, and be able to take the right action to move forward positively, with confidence. So why now start now, and get some guidance on where you could improve?

SIMPLY ANSWER THE FOLLOWING 10 QUESTIONS

On a scale of 1 to 10, where 1 is not at all, and 10 is very, answer the following questions as honestly as you can.

1	How on target are you for your business to have achieved the growth you wanted by the end of 2019?	1 2 3 4 5 6 7 8 9 10	6	How often are you updating and using a solid marketing plan, that is being measured and refined?	1 2 3 4 5 6 7 8 9 10
2	How good is your pipeline of prospective customers right now?	1 2 3 4 5 6 7 8 9 10	7	How effective is your social media presence, in driving brand awareness, engagement and leads?	1 2 3 4 5 6 7 8 9 10
3	How stable is your existing customer base right now in terms of revenue?	1 2 3 4 5 6 7 8 9 10	8	How actively are you making direct contact with your leads by telephone, to support your conversion?	1 2 3 4 5 6 7 8 9 10
4	How well planned is your growth, including sales targets, customer numbers and revenue?	1 2 3 4 5 6 7 8 9 10	9	How supported are you by team members, or external experts, that help you to grow your business?	1 2 3 4 5 6 7 8 9 10
5	How well are your sales and marketing messages working to create positive sales action for your business?	1 2 3 4 5 6 7 8 9 10	10	How positive do you feel in your ability to propel the business forward in the next 12 months, to achieve your desired goals?	1 2 3 4 5 6 7 8 9 10

YOUR TOTAL SCORE
Add up your scores, and write your total here.

SO WHAT DOES THIS TELL YOU?

If you scored between 10 and 50

You have some big gaps to address.

You may not know where to start, or simply haven't had the time so far.

Ask yourself the question...

"What is holding me back?"

Is it fear, confidence, worry?

Is it previous negative experience?

Is it having time to get it done?

Is it having the skills needed to make it happen?

Is it the fact that you're being pulled in all directions?

Be honest with yourself. Decide what it is that will have the biggest impact, and make a plan to move it forward.

If you scored between 51 and 79

You've made some great headway and are excelling in some areas more than others.

So, where are you lacking right now?

Consider those key areas, and ask yourself this question:

"What is in the gap between where I am now, and getting to a 10"?"

That will help you to understand what it is you need to do to move forward.

Note: Whatever score you have, say a 5, or perhaps a 6, you don't need to immediately get to a 10. What will move you just a point or two in the right direction to start with? That's where you should begin, and you can improve it over time.

If you scored between 80 and 100

Fabulous! You're doing great.

So what's next for you?

At this stage, it seems like you are ready to think about a step up and to stretch even further. So what does that look like for you.

At this stage, you should revisit:

- Your business purpose
- Your goals for the next year
- Your targets that help to meet those goals
- The people you need on your side to take the next jump
- The strategies you need in place to make it happen

The minority of businesses make it here, so seek the right support to make sure you continue to go from strength-to-strength.

At All Star Marketing Club, we exist to help growing businesses become confident and capable of taking the right steps and the right strategies to scale.

Call Victoria on 02381 040150 if you would like to book a free 30 minute business consultation with one of our experts, to explore the avenues you should consider to help you move forward to scale.

