



The Successful Solopreneur Assessment



Welcome

We are kindred spirits. We are the dreamers of the world...The believers and the DOERS! We have a desire to make an impact on the world and live our best lives in the service of others. *What an incredible way to make a living!*

Building and sustaining a thriving small business is not “easy,” but it can be simple. There is a process to follow, and this assessment unveils our comprehensive, step-by-step system! So, by taking this, you will not only learn where you stand in each critical success area of your business, you will uncover the system we call BizLife Essentials. Enjoy, and let us know how you did!

Michael & Amy



Assessment

Please score yourself on a scale of 1-5

- 1 I barely know what this means, never mind if I'm doing it.
- 2 Wow, I have a lot of work to do...No wonder I'm struggling!
- 3 Meh. I am OK at this, but could benefit from improvement
- 4 I'm pretty darn good. Some fine-tuning would help to take things to the next level.
- 5 I've got this so nailed, I could be teaching this stuff!

Success Mindset

My personal self-esteem is high, and I practice self-love & acceptance. I have done/am doing my "inner work" and am generally a confident, happy, optimistic person. Because of this, I do not have a fear of rejection and do not hesitate to take "outreach action" to achieve my goals.

Score

Target Market & Niche

I am crystal clear on "Who" I serve and "What" I do for them. I know who my ideal client is, where to find them, and how to "speak their language." I clearly communicate the measurable results and benefits a client will enjoy by working with me.

Score

Unique Service Methodolgy

This is my "How." It is my self-developed system/process to serve my clients. This system is unique to me and differentiates me from others in my market. I use my "how" to create content, including but not limited to a lead magnet, presentations, products, and comprehensive programs.

Score

Assessment

Product / Service Portfolio

I have a “core” or “signature” product/service that my prospects want and need. And I have a mix of “peripheral” products and services with differing delivery modalities to serve my clients, including those that are more “passive,” so that I’m not always “trading time for dollars.”

Score

Three-Tiered Pricing Model

For my signature services, I leverage a three-tier pricing system which allows me to close more sales and more effectively serve a wider scope of clients within my target market.

Score

Marketing System

I have clearly mapped out my “marketing train,” which comprises the proper ratios of Active, Passive, and Keep-in-Touch strategies I use to secure clients. Moreover, I take action and implement this system. Lastly, I follow up with people! I view this as being of service, not salesy or “bothering people.” I owe this to them because I care.

Score

Sales System

I have mastered the sales process and do this in an ethical & dignified, non-salesy manner. I secure at least a 33% conversion rate for my high-ticket personal services and at least a 60% conversion rate for my low-tier personal services. I am also good at writing sales copy, landing pages, my e-newsletter, etc. If this is not my forte, I hire experts to handle it.

Score

SoloTime™ Mastery

I am a master at managing my time and actions. I know what to do, when, why, and for how long each day/week/month to achieve the level of success I desire. Moreover, I block this in my calendar and hold “business time” as sacred as “client time.”

Score

Assessment

Action, Action, Action!

I dedicate at least 10 hours per week to actively marketing my business, meeting with prospects, delivering consultations, and closing. I don't just act when I feel like it. I'm consistent and steady and therefore always have leads I am working on.

Score

Measure & Adjust

I not only take the action necessary for success, but I also measure my results from the beginning to the end of each marketing strategy. I can see where I'm doing well, and moreover, I'm able to isolate where things are breaking down so I can work with my coach to improve in those areas.

Score

Enjoy the Process!

I am enjoying this journey. I am actively building a business that fuels my personal life. I have learned to enjoy sales, marketing, and business development because it's SERVING, not salesy or sleazy.

Score

Your Total Score

Scoring

Below 28

If you are new, congratulations on entering the world of Solopreneurship! If you're not new, you're in trouble. Sorry, but we promise to be truth-tellers!

If you want more than a hobby, you simply must start with our FREE comprehensive business development program, called **BizLife Essentials**.

And we encourage you to sign up for a **complimentary consultation** to explore further how we may support you.

29-37

We project that your business is fairly new, or you're treating it as a hobby. Since you did the survey, we bet that you want more.

If you have not yet done so, start with our FREE comprehensive business development program, called **BizLife Essentials**.

And we encourage you to sign up for a **complimentary consultation** to explore further how we may support you.

38-44

It looks like you have a solid foundation for your business. We project that you are doing "OK" in your mind but want to kick things up a notch. Do it! You now know the areas where you need to improve. If we can support you, please let us know.

45-55

Congratulations! You must have a highly successful business! You are enjoying the income and impact you desire. (Or are well on your way.) Reach out to us, we may have a position for you!