

## YOUR “MUST-KNOW” BUSINESS QUESTIONS

Take 30-40 Minutes to Work \*ON\* Your Business, not in it!

<b>My Question:</b>	<b>Your Answer:</b>	<b>ACTION POINTS</b>	<b>Date Done</b>
<p>1. When Did You Last Take Time Out From Working IN Your Business to Do Some Business Planning?</p> <p>An hour on the Beach / Fishing / Bushwalking with a notebook and pen might Boost Your Profits more than a month spent on the premises.</p> <p>Do You Have Someone to “Bounce Ideas Off?” (If not, get 30 minutes free from me!)*</p>			<p>* Locally, Over coffee. * Distance, By Skype</p>
<p>2. Do You Practice the 80/20 Rule?</p> <p>With your Clients ? (80% of your problems almost always come from 20% of your clients ;-)</p> <p>With your Products ? Are you selling something that takes most of your time for little return?</p> <p>What about your staff? Suppliers?</p> <p>What could you drop that would lose you very little money but give you huge savings in time?</p> <p>Is it time to sit on the beach and just THINK?</p>			
<p>3. What is Your Business Model? Retail? Wholesale? Online? Blog or Website? Agents? JV’s? PPC? SEO? Others?</p> <p>Are you “Doing What You’ve Always Done?”</p> <p>Why?</p> <p>How Could You Benefit From Changing?</p>			

<p>4. What is Your Income Source?</p> <p>Lots of Small \$ transactions? Few Large \$ transactions?</p> <p>Repeat Customers? Or One-Offs?</p> <p>Retail? Or Wholesale? Both?</p> <p>How Could You Benefit From Changing?</p>			
<p>5. WHY would I buy from you?</p> <p>Do you know CLEARLY what your Competitive Advantage is? Do Your Staff ?</p> <p>Do <b>Your Customers</b> Know Clearly Why They Should Buy From You?</p> <p>How Could You Benefit From Changing?</p>			
<p>6. What are the Top Two Things that put Customers OFF Buying from you?</p> <p>Do you ever ask customers who walk out WITHOUT buying – WHY?</p> <p>How are you addressing these problems?</p>			
<p>7. How many DIFFERENT Ways do you Sell?</p> <p>Have you tried the Internet for SALES GENERATION?</p> <p>Do you FOLLOW UP with your customers?</p> <p>Why? / Why Not?</p> <p>How Could You Benefit From Changing?</p>			

<p>8. Do You have Regular Cash Flow (eg, monthly Clients)?</p> <p>Or Depend on New Customers?</p> <p>Why?</p> <p>How Could You Benefit From Changing?</p>			
<p>9. Do You Have a “Product Flow”?</p> <p>Eg, Selling a computer leads to selling a printer, leads to selling Software, Leads to Selling Consumables.</p> <p>Are you missing Sales Opportunities from Similar Products?</p> <p>Why? / Why Not?</p> <p>How Could You Benefit From Changing?</p>			
<p>10. Have you tried Pay-Per-Click as a Strategy?</p> <p>Why? / Why Not?</p>			
<p>11. Do You Know Your “Critical, Key Info”?</p> <p>Eg, What are Your Fixed Costs? PA? Per Month? Per Week?</p> <p>How Much Cash Do You Need To Generate? PA? Per Month? Per Week?</p> <p><b>Per WEEK generates Urgency &amp; Focus!</b></p> <p>Why? / Why Not?</p> <p>How Could You Benefit From Changing?</p>			

<p>12. Do You Have A Customer Database?</p> <p>Email Addresses?</p> <p>Do You Treat Them As Customers? Clients? Friends?</p> <p>Do You Sell To Them? Or Help Them? How often do you give them FREE stuff?</p> <p>Why? / Why Not?</p> <p>How Could You Benefit From Changing?</p>			
<p>13. Do You Use Free Advertising?</p> <p>YouTube?</p> <p>Articles?</p> <p>Why? / Why Not?</p> <p>How Could You Benefit From Changing?</p>			
<p>14. Do You Have a Website? Or a Blog? Do you know the difference? (<u>Critical</u> today)</p> <p>Why? / Why Not?</p> <p>How Could You Benefit From Changing?</p>			
<p>15. Does Your Blog Include Your KeyWords? Eg, Gold Coast 24-Hour Plumber? Or Johns Plumbing?</p> <p>Why? / Why Not?</p> <p>How Could You Benefit From Changing?</p>			

<p>16. Does Your Blog even <u>Have</u> a Description? Keywords? Metatags?</p> <p>Why? / Why Not?</p> <p>How Could You Benefit From Changing?</p>			
<p>17. Has Your Blog / Website been “Search Engine Optimized?”</p> <p>Why? / Why Not?</p> <p>How Could You Benefit From Changing?</p>			
<p>18. Where Do You Rank on Google? Yahoo?</p> <p>For What Keywords?</p> <p>How Could You Benefit From Changing?</p>			
<p>19. What do *YOU* Do Now that You Could Delegate Quickly, Cheaply and Easily?</p> <p>What Could You Do *IF* You were freed up?</p> <p>What would it cost to delegate? What is your time worth? How much “\$15-an-hour” work are YOU doing personally ?</p> <p>How Could You Benefit From Changing?</p>			
<p>20. Who Could You Joint-Venture With Easily and Profitably?</p> <p>Are You Competing? Or Cooperating?</p> <p>Is it time to look at how cooperating with your “competitors” could help you both?</p> <p>How Could You Benefit From Changing?</p>			

21. GOOD IDEAS YOU THOUGHT OF THAT I DIDN'T 😊			

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