

ENTREPRENEURIAL ASSESSMENT

What's Your Profit Potential?

Are You Ready To Create a Highly Profitable & Luxurious Business and Life?

Do you desire to:

- ✓ Grow your business to multiple 6 or even 7 figures?
- ✓ Pay yourself an exquisite CEO salary from your business?
- ✓ Have the freedom to live your life on your own terms?
- ✓ Have a life rich with opportunity and experiences?



Nafissa Shireen  The Profitability Expert™

Yes?

When you lead your business with a focus on profitability in addition to revenue creation, you will have the money and systems to grow your business, increase your personal cash flow and protect what you worked so hard to build.

This quick assessment will help you discover exactly what you need to pay attention to so that you can create an abundance of money in your business and life. It's designed to help you get to that next level of growth, income and most importantly – profits and lifestyle freedom.

Instructions:

The goal of this assessment is to help you gain clarity on the gaps between where you are now and what you ultimately dream of achieving. Be courageous and honest with yourself so you can get the clarity you need.

Your answers should not be based on what you agree “should” be in place, or that you have tried to implement in the past. Rather they need to reflect what you currently have in place in your business RIGHT NOW. This will create an accurate score that you can use to create a powerful action plan and start seeing shifts immediately.

And remember the results are simply information. Information is powerful, because that is what will allow you to make empowered decisions and take inspired action.

READY? LET'S BEGIN...

Using the following rating scale, rate how true each of the following statements are for you:

1 = Not True At All 2 = Mostly Untrue 3 = Neutral 4 = Somewhat True 5 = Absolutely True

SECTION 1

I set a yearly and quarterly SALES goal in writing and have it where I can see it	
I also set yearly and quarterly PROFIT goals, in writing, and let that guide my decisions	
I have planned out what my ideal business looks like, with a model that works for my lifestyle	
I know the limits of this model, and know when and how to adapt it as my goals and business evolve	
I have set time each week where I work "on" the business in strategic planning activities	
I understand and can predict the financial outcomes of my business decisions	
I have a written business plan, that I follow and also update as my business develops	
I understand what "Gross Profit" is, and how it impacts the growth of my business and my money	
SECTION 1 TOTAL	

SECTION 2



I am uncomfortable discussing money and business transactions	
I would like to raise my prices, but am worried people won't pay it	
To make more money, I simply need to work harder	
Borrowing for, or investing in my business makes me feel guilty, fearful and overwhelmed	
I keep my financial goals and my life's desires a secret so people won't judge me	
SECTION 2 TOTAL	

SECTION 3

I pay my credit card balance off in full every month	
I plan my expenses in advance, using a budget that is based on the business outcomes I want to create	
I track all cash I receive into my world, to the penny, every day	
I understand my financial reports and feel confident using this information to make decisions	
I keep one month's average business expenses at all times in my chequing account	
In addition to a budget, I also have and follow a "Financial Policy Guidebook"	
I review my numbers weekly and adjust my activities as necessary to keep on track with my goals	
I save enough money each month to cover my taxes at year end.	
SECTION 3 TOTAL	

SECTION 4

I am clear on my vision and my "big why"	
I don't let my current circumstances, financial or otherwise, affect the decisions I make for my future	
I take consistent action towards my goals, even when I'm scared	
I limit my association with negative and scarcity minded people, even if it's close friends and family	
I surround myself with successful people who support my vision and hold me to a high standard	
I regularly step outside my comfort zone, and am willing to take a risk	
I am comfortable saying "No"	
My environment reflects who I intend to become, not who I currently am	
SECTION 4 TOTAL	

Using the following rating scale, rate how true each of the following statements are for you:

1 = Strongly Disagree 2 = Somewhat Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

SECTION 5

I am able to maintain my quality of service and my quality of life even in extremely busy times	
I understand what activities I need to track, so that I can make decisions that grow my business	
I have the tools to track those activities and I use them regularly	
I have written and signed agreements in place with everyone I do business with (vendors, clients and team)	
My business activities are systematized, with documented procedures, freeing me up to delegate and grow	
My agreements & business practices have been reviewed by a lawyer, and I have appropriate insurance in place	
I have clearly defined written policies I apply consistently to all transactions and decisions in my business	
I know my fixed and variable expenses for my business, and can plan my cash needs well in advance	
SECTION 5 TOTAL	

SECTION 6



I use my credit card to pay for major investments	
I feel like I am caught in a vicious cycle of borrowing/re-paying/borrowing/re-paying.	
If I have the cash to pay for an investment, I will always use that first, and only borrow what I don't have	
My first priority when I earn money is to pay as much as I can against what I have borrowed, no matter how tight I am financially	
I spend a lot of time worrying about what I owe and wonder if I will ever get ahead	
SECTION 6 TOTAL	

SECTION 7

I know what marketing activities I should be focusing on for the stage my business is at	
I am clear on my niche, ideal client and am confident in my marketing message	
I have a predictable sales pipeline and can estimate my income 90 to 120 days in advance	
I market my business daily	
I know how to package & position my services to leverage my time and grow my income exponentially	
I am clear on my brand promise, and know the words to use and feelings to evoke in my ideal client	
I am confident in my sales skills and most of my enrolment conversations result in a "YES!"	
I know how much each new client costs to acquire, and use this in my business and pricing strategy	
SECTION 7 TOTAL	

SECTION 8

I am able to take regular vacations and unplug completely	
I have set office hours, that are respected by my clients, family, friends and ME	
I am able to devote time and money to the causes I care about	
I don't let other people's priorities interfere with my objectives and goals	
I am building my wealth and look to the future with confidence and ease.	
My day to day business activities support me with time for myself, my loved ones, and activities I love	
I prioritize and practice extreme self-care	
My business provides enough money for me to live my ideal life rich with experiences	
SECTION 8 TOTAL	

TALLY IT UP!

Learn Your Profit Potential

DO THE MATH:

ADD:	
Section 1	
Section 3	
Section 4	
Section 5	
Section 7	
Section 8	
SUBTRACT:	
Section 2	
Section 6	
YOUR CURRENT PROFIT POTENTIAL	

SEE YOUR RESULTS:

Below 50 | Profit Potential = Weak

Even if you have been in business for a while, and are generating income, it's likely that you are often short of cash, and feel out of control and overwhelmed. Don't despair! It simply means your systems, mindset and habits are at the very early start-up stage! When something is weak – we don't judge it, we strengthen it. You need to take a breath and a step back, get some help, and get a handle on the very basics of mindset, sales & money management.

51 – 100 | Profit Potential = Possible

You have a handle on the basics, though not yet mastered. You most likely have cash flow “ups and downs”, rely on credit cards, and your feeling of control comes and goes. Your business is not ready to grow just yet, as you are not prepared to receive and handle additional volume. However, you have laid a good foundation that you can build on. It's time to master the basics while you start to tackle a few key advanced business skills that will get you on the road to increased profits and growth.

101 – 150 | Profit Potential = Probable

Money is probably tight but manageable, and you are working a lot of hours “in” the business. You may still need to borrow on occasion and are distressed by it. A lot of internal resistance and external pressures are keeping you from taking that next leap. This is where most entrepreneurs feel overwhelmed and can sometimes feel like giving up, unless they reach out for support to build on their success. The potential for sustainable and significant growth and lifestyle freedom is evident by what you have accomplished thus far. It's time to devote more time to working “on” the business. Your mindset, systems and a focused effort on profitable income streams are what hold the key to achieving it.

151 – 200 | Profit Potential = Strong

You have the foundations in place, and most likely are starting to see some profits (or will be soon!) What got you here, will not get you to that next level. If you want to get to that multi 6 or 7 figure mark, with enough profit to give you the lifestyle freedom you want, you will need to change how you have been doing things and step into the unfamiliar. You need to start with examining and re-defining your business model. In addition you need to fiercely develop your mindset and protect your boundaries, as well as become masterful in your understanding and application of advanced business strategies, and step up into the role of CEO as a masterful leader of your business.

201 And Up | Proven and Ready to Play Big!

This is an awesome score. However if you are taking this assessment, it tells me that despite what may seem like success on the outside something still isn't sitting right for you. You know more is possible, and are ready to really step up to big and exciting things and just aren't quite sure what is next. The good news is that what you need is probably right under your nose, and you need a second set of eyes and a trusted advisor to help you see what the next step is, break through your fears, and to help you stay on track, accountable and out of your own way.

USE THE RESULTS TO MOVE FORWARD: It's Time To Take Action

No matter what your score, these results are the starting point for you to identify the gaps that you need to close that will take you from where you are to what you truly want to achieve.

Would you like some help to understand exactly what these results mean for you and your business, and what decisions and actions will have the greatest impact?

If so, I invite you to have a 30 minute complimentary, no obligation Profit Breakthrough consultation with me.

You will discover:

- ✓ What's preventing you from creating the amount of profit you really need to create the life you want
- ✓ What you need to do to leverage your time, grow your business and increase your cash flow
- ✓ How you can get the plan into action immediately.

Apply at www.profitabilitysession.com



Nafissa Shireen  *The Profitability Expert™*

About Nafissa Shireen

Known as The Profitability Expert™, Nafissa Shireen is an award winning Master Coach, Speaker and Business Advisor. She consistently helps entrepreneurs grow their business, increase their cash flow, and build their wealth, so they can create their ideal life.

With 25 years' experience leading 6-figure to 9-figure companies and projects, she helps her clients develop highly refined business skills using simple systems, so that they can make more money and have more free time.

She brings together her vast business knowledge with the deep inner work needed to help entrepreneurs identify blocks, step out of fear and overwhelm, and move forward towards their goals.

She is all about making sure the journey is fun, classy and profitable!