



Are you focusing on the right activities in your business?

Introducing

The Work Less PROFIT More *Business Self-Assessment*

The Work Less **PROFIT** More

Business Self-Assessment

Because you're a seasoned business owner, you know that there are some business activities that move the needle in your business and other activities that, well, simply must get done. All too often, I hear from business owners – what should I do next? Where should I focus first?

Welcome to the **Work Less PROFIT More** (WLPM) biz self-assessment that will help you determine EXACTLY where to focus your time, money and energy today!

After working with thousands of business owners from hundreds of different niches and industries, I've come to understand that when you know where to focus:

- ✓ It's easier not to waste resources chasing bright shiny objects
- ✓ It makes decision making easier & faster
- ✓

This WLPM self-assessment will evaluate your business across 9 core areas that must be mastered if you want to have the freedom, joy & profit you always desired.

For each of the statements, simply score yourself:

- 0 - nope, haven't done it**
- 1 - somewhat**
- 2 - hell yes - well done**

Then doing some simple math (I know you can add a couple of zeros and twos!), you'll be able to see where you should focus if you want to grow & scale your business without the hustle!

What you should do with your results?

1. **Skim them over** to see how you ranked on each area. This gives you an overview of your business's ecosystem
2. **Look at your best score.** This is where you're thriving and what you should continue to lean into as you grow your business. This is also a great time to celebrate what you're doing well.
3. **Identify your core focus areas.** We suggest looking at your two lowest scoring sections and staying focused on those. If you're wondering where your blind spots are or where to allocate resources – these two sections are it.
4. **Dive deeper into each core focus** area. Take note of the statements with scores of 0 to reflect, prioritize and develop personal growth strategies.

Let's dive in!

ARE YOU FOCUSING ON THE RIGHT ACTIVITIES TO GROW YOUR BUSINESS?

This tool will assess your business across 9 core areas that must be mastered if you want to have the freedom, joy & profit you always desired.

Score yourself:

0 - nope, haven't done it
1 - somewhat
2 - hell yes - well done

1. Vision, Mission, Values

Our company has a clearly defined 1,3,5,10 year vision. _____

Our company vision, mission & values have been properly communicated to all team members. _____

2. Brand Positioning

Our company's differentiators can be clearly articulated by all team members in a way that resonates with our ideal client. _____

All team members can explain our entire business in less than one minute to potential clients. _____

3. Marketing

Our company has a written 90-day marketing and content creation plan. _____

Our marketing plan is based on creating assets that attract qualified leads through a 90-day cycle which we can rinse and repeat. _____

4. Strategic Planning

As a team, we consistently set aside time to create, evaluate, and execute our annual plan and quarterly sprints. _____

As the CEO, I engage the support of a mentor who helps support my business & mindset growth as well as see my business from a different perspective. _____

5. Profit

My business generates a consistent level of profit that is aligned with the long term vision for my business and I pay myself more than a fair market salary. _____

Our product suite is intentionally mapped out to maximize profit and impact. _____

6. Metrics

As CEO, I review 3-7 key metrics weekly that tell me whether or not my business is heading in the right direction. _____

Every team member, including myself, has at least one number they are accountable for keeping on track each week. _____

7. CEO Leadership

I show up as the confident CEO of my business and I don't get bogged down by all of the day to day tasks. _____

I am confident that I could take 4+ weeks vacation and my business would continue to grow & operate efficiently & effectively. _____

8. Team

Our accountability chart is clear, complete & constantly updated including the roles & responsibilities. _____

All team members are in the right seat and engage in weekly meetings. _____

9. Systems & Processes

Our core processes are documented, simplified, and followed by all to consistently produce the results we want. _____

Our team members have been trained in our systems and offer regular feedback as to how we might improve them. _____

TOTAL SCORE:

_____ **36**

Other information:

- A. My business is:
 - 1-5 years old _____
 - 6-10 years old _____
 - 10+ years old _____

- B. I currently work:
 - Less than 40 hours/week _____
 - 40-60 hours/week _____
 - 60+ hours/week _____

- C. Our annual sales/revenue are approximately:
 - Less than \$250K _____
 - \$250K - \$500K _____
 - \$500K ++ _____

- D. My business currently generates:
 - Less than \$50K in profit _____
 - \$50-100k in profit _____
 - \$100K ++ in profit _____

READY FOR A BUSINESS BREAKTHROUGH?

Book your Business Breakthrough Session [here](#).

In this 20-minute session, we'll uncover your roadblocks and strategize the exact steps for you to work less and profit more based on your goals and your results.



Diana Lidstone

After more than four decades in business and working globally with coaches, consultants, and other service-based experts, Diana Lidstone has supported thousands of small business owners accelerate growth and explode profits. Her work embodies #worklessprofitmore!

She is an award-winning, sought-after business and marketing strategist known for her straight talk, no BS approach and her clients results. She is a best-selling author, international speaker and podcast host. Her podcast, Work Less PROFIT More contains business strategies & interviews to help lawyers, accountants, financial advisors and other experts experience more joy, profit and freedom in their business.

Diana and her husband have recently moved to a small farm in Ontario where she is often found walking her dog, playing with her grandson and drinking champagne (not at the same time)!

Book your complimentary
Grow Strategy Session!