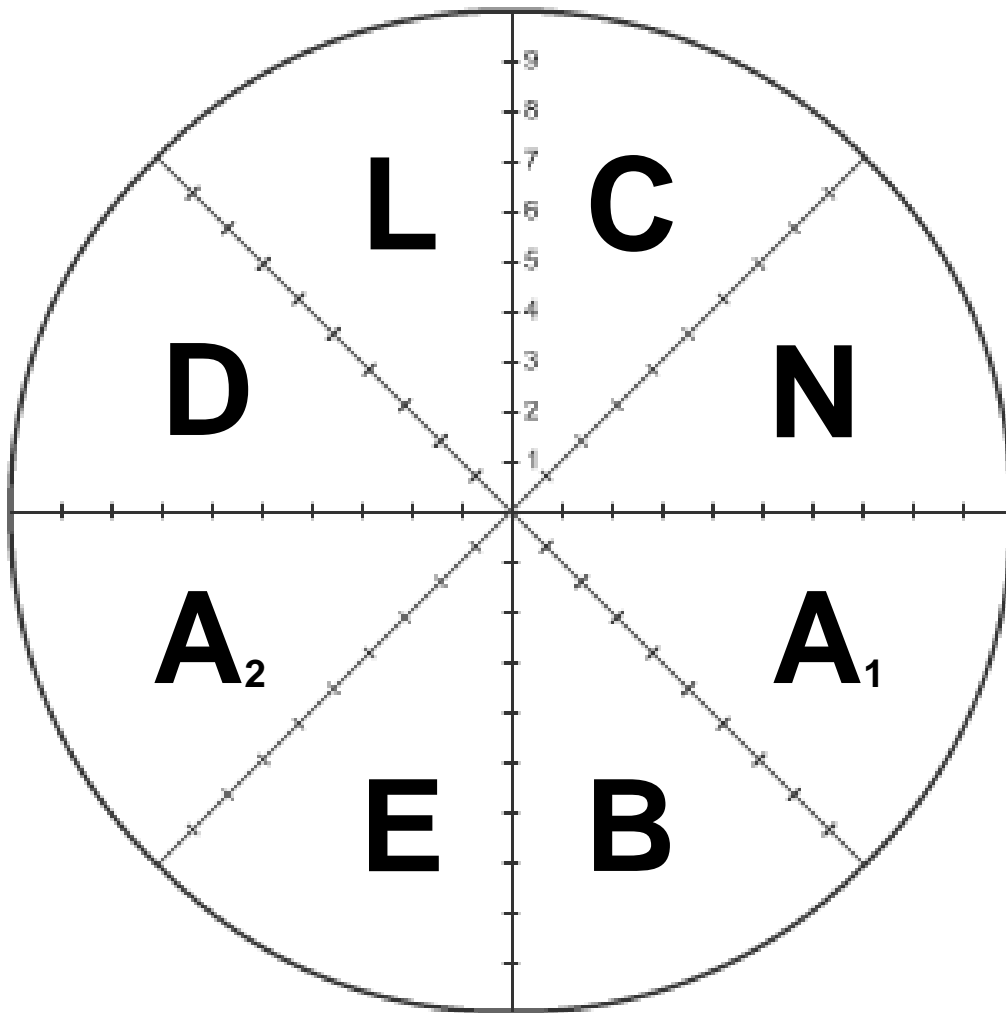


Name: _____

Date: _____



The B.A.L.A.N.C.E.D. Analysis™



*How **B.A.L.A.N.C.E.D.** is your business?*



B. Block Timing

1. I am able to spend quality time with my family on a regular and consistent basis and I am always able to keep my commitments to my family regardless of what is going on at work
2. My schedule is predictable
3. I have blocked in my schedule time to Bring in business, get the work done, serve my clients
4. I never stress over when I am going to get things done.

A. Acquiring Clients

1. 80% of my business comes from my existing clients and contacts
2. I have an active database with a minimum of 100 people that is in my target market and can do business with me.
3. I have a well-defined target market
4. I am able to communicate my message clearly and effectively so that people want to *buy* from me rather than me selling them
5. I have 8-10 written strategies that I could implement to bring in business other than advertising and website. Be more specific than belonging to a networking group
6. I have a written plan for my Marketing, Networking and Selling
7. I have 6-8 referral source and strategic alliance relationships that produce at least one piece of closed business a month each.

L. Leadership

1. I am able to effectively communicate the vision and mission of my company to my employees clearly and effectively
2. My employees are motivated and have buy in to the company's mission
3. I am able to successfully delegate those tasks that yield me the least per hour
4. People want to come work for me

A. Automatic Processes

1. I can leave on vacation and not have to worry about work and the fires I have to put out when I get back
2. If I were to stop working today my business would not only sustain itself, it would even grow
3. I have an updated operations manual that anyone can pick up and perform the task that has been given them with very little instruction
4. The client's experience is consistent and predictable

N. Numbers

1. I am bringing in enough revenue to pay my business expenses and am taking a paycheck to pay all my personal expenses and still have some left over
2. I know how many appointments I need to have on a weekly basis in order to achieve my revenue goals, I know my closing ratio and I know my average sale
3. I have no business debt
4. I am using QuickBooks and/or Accountant and have an updated profit and loss statement and balance sheet.

C. Clarity

1. I have a written vision and mission statement for my company and it's memorized
2. I have a clear picture of what my business will look like and what needs to be done to achieve it
3. I have a clear understanding of why I do what I do and of my mission
4. I have a clear vision of what I want my life to look like beyond my business

E. Employees (Staffing)

1. My employees are productive and use their time wisely
2. I have regularly scheduled meetings with my employees
3. I know what my employee's goals are and what they are trying to accomplish
4. I have a hiring process in place
5. My employees feel like they can come to me when they are having a challenge without worrying about me getting upset or that I am too busy

D. Delivery

1. I have a written raving fan process that is followed consistently
2. I am getting referrals from my clients on a regular basis
3. My clients know what is expected of them and what is expected of me and I consistently deliver on their expectations.
4. I provide my clients with added value above and beyond my product or services, for example, I send them articles of interest, newsletters, invite to events etc.