# Welcome to The Profit Evaluation Questionnaire



You have taken a great step in determining the financial health of your business. The goal of this assessment is to pin-point what areas of the financial management of your company need some “tweaking”. Once you have completed the questionnaire, if you have any questions or would like to schedule a confidential and complimentary strategy session, please click on the link below and schedule a time that is convenient.

I am here to serve the business owner. I know how to bring companies back to profitability or put them on a path to GROW their profits. I have done it many times before and I can do it for you.

Welcome to a more profitable business … YOURS!

The link to schedule your session 🡺 https://my.timetrade.com/book/XRCP2

Business PROFIT Evaluation Questionnaire

**(0 = No, 1=Sometimes, 2=Most of the Time, 3= YES!)**

1. I am happy with the current quarterly or monthly profit my business puts in my pocket in the form of CASH.

Score: \_\_\_\_\_\_\_

1. My business makes me a solid 5% ***or more*** CASH profit each year.

Score: \_\_\_\_\_\_\_

1. My business gives me a consistent paycheck on a weekly or bi-weekly basis.

Score: \_\_\_\_\_\_\_\_

1. I manage my business expenses to a written plan and I know EXACTLY how much money the business spends on a monthly basis.

Score: \_\_\_\_\_\_\_\_

1. The business has a reserve fund, in a separate business account, of 3 months cash flow for an unexpected downturn in sales / revenue.

Score: \_\_\_\_\_\_\_\_

1. I have a clear, written and detailed description of my ideal customer demographic.

Score: \_\_\_\_\_\_\_\_

1. I have a written marketing plan that specifically targets my ideal customer.

Score: \_\_\_\_\_\_\_\_

1. I have written down, trackable, yearly business Intentions that I use to manage my daily, weekly and monthly activities and priorities.

Score: \_\_\_\_\_\_\_\_

1. I work an acceptable number of hours/week and I have time off to spend in leisure or family activities.

Score: \_\_\_\_\_\_\_\_

1. I have a clear, WRITTEN, 5-year objective / Intention for the business.

Score: \_\_\_\_\_\_\_\_

1. I took a minimum of a PAID week’s vacation within the past 12 months.

Score: \_\_\_\_\_\_\_\_

1. I work less than 10 hours a day on my business.

Score: \_\_\_\_\_\_\_\_

**TOTAL SCORE: \_\_\_\_\_\_\_\_\_\_\_\_\_**

**If your score is 0 to 5, your business may be draining you, not “feeding” your life. You have a great opportunity to learn and improve your business’ strengths.**

**If your score is 6 to 15, you have established some elements of a strong business. Now strengthen that foundation. Add more opportunities to expand your success.**

**If your score is 16 to 25, you have built a solid foundation for your business. You’re almost there! Keep learning and implementing today’s strategies to expand your success.**

**If your score is 26 to 36, you have strong and winning business knowledge.**

**Congratulations! Keep up the great work and don’t become complacent!**

