

*Our future is not determined for us.  
We must invent it, and take action to fulfill it.*



## Do you have a Hobby, a Job or a Career (or Business)

Definitions-

Hobby:

1. an activity done regularly in one's leisure time for pleasure.
2. the stuff that gets done "after" the car is washed, the kids are taken care of, we finish this project, once [enter distraction here] gets done.

Job:

1. a paid position of regular employment.
2. That which, if you show up, you get paid (even if you're not good at it). You get a regular paycheck, perhaps with benefits, scheduled time off, etc.
3. That place where you are assigned a task, a responsibility and you have someone to answer to and be accountable to such that if you don't achieve the task (or stay not good at it) they will fire you.

Career/Business

1. A chosen profession, a business created from a vision with anything being possible. You answer only to your promises and commitments. You get paid only when you produce results. You are the generator and creator of the future.

Do you operate as if you have a hobby, a job, or a business?

- Hobby
- Job
- Business

How do you know?

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## Business Assessment

As an entrepreneur, or a solopreneur, we wear multiple hats. Often, we ignore the role of CEO or CFO or marketing specialist to focus on what we are good at. Without good systems and structures for managing the business, we often end up working as if we had a job, or even worse, a hobby.

Below is a self assessment to see where you are with your business. It will give you an idea of where work is required to ensure the success you are looking for.

Yes	No	N/A	<i>Why / Vision</i>
			I have a clearly define WHY or vision for my business
			My WHY or my Vision informs all the actions I take as I work on my business.

Yes	No	N/A	<i>Product or Service</i>
			I consistently deliver quality in my work
			I am a professional at what I do and people see me that way
			I know what I'm offering and can explain it and speak about it powerfully

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Yes	No	N/A	<i>Business Organization/Development/Operations</i>
			There is an Organizational chart for my business, detailing all the roles and/or positions necessary to profitably manage the business
			I have a Business Plan / Roadmap for the future.
			My business has specific systems/functions laid out for performing
			- customer service
			- schedules for administrative work
			- identifiable high priority/high payoff activities
			- consistent delivering of your product/service
			I have regular time set aside to work <i>on</i> the business, not just <i>in</i> it
			I have good business advisors to guide my business
			I track the cycles and history of my business, and plan accordingly
			I have identified the major risks associated with my product/service and have taken proper care to minimize these risks
			I have learned to delegate

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Yes	No	N/A	Marketing
			My marketing plan is clearly developed
			I have defined who my target customer is and know that it is large enough to make a profit
			I have specific goals for: Dollar Volume / Sales
			I have specific goals for: Customer Acquisition
			I have specific goals for: Product Offerings
			I have specific goals for: New services
			I track and monitor sales activity and results weekly
			I have multiple consistent methods of marketing my product/service and fill the pipeline regularly
			I have developed a strong base of advocates/centers of influence who consistently refer me business and who I connect with monthly
			I have complete lists of my customers, suppliers, prospects and business associates available for immediate mailings, phone contact or email
			I have and use a brief conversational description that effectively describes my business

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Yes	No	N/A	<i>Online Presence</i>
			I can be found online easily through a website and social media
			My online reputation represents me and my business accurately
			My social media presence represents me and my business accurately
			The purpose of the website is immediately clear, informative and motivating
			The information on the website is updated in a timely manner
			I have developed tags that help to optimize search engine ranking
			I consistently provide new information to keep customers coming back
			Navigation on my site is easy and quick with clear directions
Yes	No	N/A	<i>Financial</i>
			Month to month sales and cash flow projections track the growth or decline of my business
			I keep my bookkeeping records up to date so as to provide timely and accurate information
			Month to month sales and cash flow projections track the growth or decline of my business
			A debt reduction plan is in place
			All bookkeeping records are computerized

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Yes	No	N/A	<i>Financial Continued</i>
			I know the value of my time and work on the high-priority, high-payoff activities in my business
			I currently pay myself regularly
			I work with a monthly business spending plan
			I review my finances regularly with my accountant and/or business advisor
			My business is continuously profitable because I manage Income, Profit, Cash Flow, and Equity
Yes	No	N/A	<i>Leadership</i>
			My core values create the vision that brings my business to life and life to my business
			I continually renew and educate myself in my field and have a plan for personal growth and development for myself and my employees
			I take time daily to focus on what is important and review my goals
			I am open to the ideas of others
			By focusing and measuring specific roles and goals, I give structure and organized direction to my mission statement