



Components to A Successful Business

Date _____

	Component	No	Yes	Change	Notes (or N/A)
	Foundations				
1	Do you have a logo?				
2	Do you have a tag line?				
3	Do you have your USP summarised in 1 line?				
4	Do you have a framework / IP / business model to illustrate your training/company?				
5	Do you have a professional bio & company description?				
6	Who is your competition? Have you done a SWOT analysis?				
7	Do you have written and video testimonials?				
8	Are you accredited by industry standards/governing bodies?				
9	Do you know your ideal client profile in detail?				
10	Do you demonstrate authority/credibility in your industry?				
11	Do you have written case studies?				

12	Do you have a website?				
13	Do you have a clear user journey that a typical client will follow?				
14	Do you know your top 20% of clients and how do you treat them differently?				
15	Do you have a marketing plan with targets & key activities?				
	Products				
1	Do you have free/promotional digital products?				
2	Do you have free/promotional physical products to be given away at events?				
3	Do you have a published/self published book/eBook/audio book?				
4	Do you have an online course or training?				
5	Do you have keynotes in different formats (length/workshops/keynotes)?				
6	Do you have a membership program?				
7	Do you run masterminds / retreats?				
8	Do you offer 1-2-1 consultancy?				
9	Do you have a product funnel ranging from low to high price products?				
10	Have you recorded live events & repurposed the material?				
11	Do you have an app or cloud based software to support your IP?				

12	Do have a train the trainer program?				
13	Do you run webinars?				
14	Do you have bundle offers for groups of products?				
15	Do you have a podcast channel?				
	Marketing				
1	Do you have a speaker/book agent?				
2	Do you have a speaker/author profile PDF?				
3	Do you have a brochure promoting your services?				
4	Do you have a video show reel?				
5	Do you have a speaker/personal website as well as a company one?				
6	Do you have a weekly vlog (video blog) / FB live?				
7	Is your blog hosted on other sites as well as your own website?				
8	Do you have guest bloggers / expert interviews?				
9	Do you have an author page on Amazon?				
10	Do you have info-graphics created to illustrate your service?				
11	Do you have joint venture partners / programmes?				
12	Do you interact with your database/followers to get feedback on what they want?				
13	Have you got press releases written for media & PR?				

14	Do you have sponsors?				
	Automated Systems				
1	Do you have a CRM system (Mailchimp/Infusionsoft/Active Campaign etc.)?				
2	Do you have various squeeze pages that offer a opt in content?				
3	Do you have an online shopping cart/merchant account?				
4	Do you know your target keywords and are you ranking high on SEO for them?				
5	Do you have an auto responder series for when someone enters your database?				
6	Do you have product launch campaigns in place that can run evergreen?				
7	Do you capture leads from your website?				
8	Do you have a series of keyword videos that can be used for PPC campaigns?				
9	Are you using retargeting advertisement?				
	Social Media				
1	Are you on Instagram?				
2	Do you have a Facebook personal profile & company page?				
3	Do you have a Twitter account?				

4	Do you have a LinkedIn profile?				
5	Do you have a LinkedIn company page?				
6	Do you have a Facebook group?				
7	Do you have a YouTube channel?				
8	Do you have an Instagram account?				
9	Do you regularly post & interact across social media platforms?				
10	Are you a member of online social groups which contain your ideal clients & are you interacting there?				
	Content & Messaging				
1	Do you create new content on a weekly basis (both written and video form)?				
2	Do you know the main problems/pain of your ideal clients?				
3	Do you know what your ideal clients need/want?				
4	Can you explain succinctly how you serve your ideal clients?				
5	Are you offering competitions to engage fans?				
6	Do you have a compelling video about your WHY & your vision?				
7	Do you offer a guarantee that diminishes risk for customers?				
8	Have you done market research to prove concept & need for your service?				

9	Do you bring personality and theme to your marketing?				
10	Have you got specific promotional material for key times of year (Easter, xmas, valentine's day etc)?				
11	Do you have a standard #?				
12	Do you have industry stats and research – predicting trends?				
13	Have you interviewed experts in your niche & have they endorsed you?				
14	Have you compiled a top 10 resource list for your niche?				
15	Do you have 10 subject headlines that describe your service & have you split tested them?				
16	Do you have an assessment/questionnaire prospects can take that highlights why they need your services?				
17	Do you know the key messages you want to portray in your marketing – the main features/benefits?				