



real business

The ultimate business program to get real results



Business Mastery Checklist

BUSINESS MASTERY CHECKLIST

MASTERY CHECKLIST

The first stage of growing any business is about making sure you deliver profitably, productively, and with enough information to make great decisions. Take yourself through this mastery checklist so you can understand the fundamental systems and processes you need in place for your business.

How to use:

The following pages contain checklists for each of the steps to business mastery. These elements are the core or essential components to moving your business through the steps to grow your business. There will be other ideas, strategies and tasks that will need to be included for your business. When you go through this checklist, please answer Yes or No and then if No, tick the items you will work on in the next 90 days and for the remaining quarters of the year (one column per quarter).

	Yes or No		Items I Will Work on in the Next 90 Days
	✓	✗	
TIME			
SELF CONTROL			
1. I have a list of my top 10 - time consuming tasks			
2. I have a list of my top 10 - stressful tasks			
3. I have a list of my top 10 – productivity related tasks			
4. I have a list of my top 10 – most enjoyable tasks			
5. I delegate or outsource most/all of the Admin and low value/low enjoyment work			
6. I have a Default Diary that delivers maximum productivity			
7. I have time slots in my diary for my own health & enjoyment			
8. I keep to my Default Diary			
9. I regularly plan the use of my time in advance			
10. I work ON my business for at least 4 hours each week			
11. I write a “To Achieve” list each evening for the next day			
12. I do not operate in crisis mode and have good work balance			
13. I prioritise well and understand Urgency & Importance with all my decisions			
14. I have good self discipline and manage myself well			
15. I respect myself and my time above all else			

	Yes or No		Items I Will Work on in the Next 90 Days
	✓	✗	✓
MONEY			
BREAK EVEN			
1. I know my daily/weekly/monthly overhead costs			
2. I know on average, how much I make on each sale			
3. I know how many sales, customers, or dollars I need to make per day/week/month to Break Even			
4. I regularly measure my sales, customers, and dollars statistics			
5. I have a Cash flow budget for the business			
6. I have a Break Even forecast for the business			
PROFIT MARGIN			
1. I have a Profit and Loss budget for the business			
2. I plan for Profit and set daily/weekly/monthly Profit Goals			
3. I know how to increase my Gross Profit			
4. I have more than 5 strategies in place to increase my Gross Profit			
5. I know what Mark Up is and target levels			
6. I know what Margin is and have set Minimum Margin Goals			
7. I ensure that all products/services I sell make a Profit			
8. I know how to increase my Margins			
9. I have more than 5 strategies in place to increase my Margins			
REPORTING			
1. I know my Average \$\$ sale			
2. I regularly review these figures.....daily/weekly/monthly			
3. I know my Margins			
4. I regularly review these figures.....daily/weekly/monthly			
5. I regularly review my Cash flow position.....monthly			
6. I can predict my future cash flows			
7. I regularly review my Profit & Loss position.....monthly			
8. I can predict my future profits			
9. I use these reports so I can make decisions for the future			

	Yes or No		Items I Will Work on in the Next 90 Days
	✓	✗	✓
DIRECTION			
GOALS			
1. I have full clarity of where I am going and where I am driving my business			
2. I have a business plan that I regularly refer to			
3. The business plan has milestones that I plan to achieve			
4. I have a life plan that I refer to regularly			
5. My life plan has milestones that I plan to achieve			
6. I have a documented Vision for the business			
7. I have a documented Mission statement			
8. I have a Culture statement			
DELIVERY			
SERVICE			
1. Consistency is our primary customer focus			
2. We deliver what our customers want			
3. We deliver what our customers need			
4. I have defined our customer service standards			
5. We strive to excellence plus one percent			
6. We consistently deliver in a way that exceeds our customer's expectations			
7. We regularly survey our customers to determine how we can better serve them			
8. We analyse our mistakes and take active steps to remedy them			
9. I have a standard for dress code including the use of name tags			
10. We have a script/process in place for greeting customers			
11. We have a script in place for answering the phone			
12. We have documented flow charts/procedures to ensure every customer experience is the same			

NICHE CHECKLIST

Once you are running smoothly at a base profit, it is time to find your marketing uniqueness and to build your Sales & Marketing machine.

	Yes or No		Items I Will Work on in the Next 90 Days
	✓	✗	✓
5WAYS			
THE BUSINESS CHASSIS			
1. I know and understand the 5 Ways business chassis			
2. I know my numbers in each area			
3. I have a growth target in each area			
USP & GUARANTEE			
POINT OF DIFFERENCE			
1. I have completed a USP & Guarantee assessment			
2. I have defined what my business Uniqueness is and it is truly unique			
3. I have produced a Guarantee that is meaningful			
4. My team knows what our point of difference and Guarantee is			
5. Everyone in the business is a walking, talking reflection of this Point of Difference			
MARKETING RULES			
1. I believe that Marketing is an investment when I Test & Measure			
2. I spend more time generating income than reducing costs			
3. I put 50% of my time, effort and investment into delivery of my products/services and the other 50% on Sales & Marketing			
4. I Test & Measure everything			
5. I know my Acquisition Cost and understand that buying customers is an investment			
6. I do not chase Market Share – I am after Wallet Share			
7. I have a long term view of the value of our customers and know their Lifetime Value			
8. I always aim to reduce my Acquisition Cost and increase my Lifetime Value			
AVERAGE \$\$\$ SALE			
MORE MONEY PER PURCHASE			
1. I have an Average \$\$\$ Sale target, and review progress towards it regularly			
2. I have scripts in place and have trained my team in up selling and down selling			
3. I have scripts in place and have trained my team in cross selling			
4. I have identified 5-10 Average \$\$\$ Sale strategies I choose to use in my business			
5. I have a plan for implementing & reviewing these strategies			
CONVERSION RATE			
GETTING BETTER SALES PERFORMANCE			
1. I have a Conversion Rate target, and review progress towards it regularly			
2. My team use sale scripts			
3. We have a sales process which is documented			
4. We have a benefits and features list for our products/services			
5. Our sales team does regular training on products/services			
6. Our sales team does regular sales skills training			
7. My sales team is responsible for regular sales projections and is held accountable			
8. I have identified 5-10 Conversion Rate strategies I choose to use in my business			

	Yes or No		Items I Will Work on in the Next 90 Days
	✓	✗	✓
NUMBER OF TRANSACTIONS			
INVESTING IN EXISTING CUSTOMERS			
1. I have a computerised customer database			
2. I have identified the key information I need about each client			
3. I have graded all of my customers and know who are my A,B,C& D clients			
4. I have strategies in place to move my customers up the ladder of loyalty			
5. I have active strategies to encourage my existing customers to purchase again (and again)			
6. I make regular offers to my existing clients			
7. I contact my entire customer database at least every 90 days			
8. I have a system in place for innovating and adding value for my customers			
9. I have identified 5-10 No. of Transactions strategies I choose to use in my business			
10. I have a plan for implementing & reviewing these strategies			
LEAD GENERATION			
FINDING MORE PEOPLE			
1. I have identified my target market and know exactly who they are			
2. I have a list of non-competing businesses that target the same market as I do			
3. I have several strategic alliances in place			
4. I have a systemised referral strategy in place			
5. I know what publications my target market read and what organisations they belong to			
6. I only advertise after I have done a complete marketing strategy analysis and Break Even calculation			
7. I Test & Measure all marketing campaigns			
8. I have a folder of my previous marketing campaigns			
9. I have a folder of other peoples marketing pieces			
10. I have a list of Headlines for my marketing pieces			
11. I have an annual marketing plan that is budget driven			

LEVERAGE CHECKLIST

Now that I have great cash-flows and profits, it's time to put systems into place to handle the extra work...

How far are you through the Leverage stage? Tick all items you have completed so far, then look through the remaining items and choose 1 or 2 in each section to work on over the next 90 days.

	Yes or No		Items I Will Work on in the Next 90 Days
	✓	✗	
SYSTEMS			
<i>I have documented my systems so the business works without me</i>			
1. I use rosters & schedules for repetitive tasks...			
2. I have documented all sales and marketing systems...			
3. I have documented and charted all information and work flow processes...			
4. I have all key tasks and routines documented in a policies and procedures manual...			
5. I regularly up date all documentation (minimum monthly)...			
6. I have a process to track and control all updates to documentation...			
7. I have and regularly test my security system...			
8. I have a systems training & an orientation program...			
9. I have identified up to 5 System strategies that I choose to use in my business, and have a plan for implementing / reviewing these strategies... (list them below)			
a.			
b.			
c.			
d.			
e.			
TECHNOLOGY			
<i>I understand that systems should run a business</i>			
1. I schedule & complete regular maintenance on all key items of equipment...			
2. I run computerised systems for stock control, invoicing & credit monitoring...			
3. I run a purpose designed computer database program to track customer details for sales and marketing...			
4. I use up to date computer software and hardware...			
5. I re-system as the business grows...			
6. I have regular off site computer (minimum weekly) back ups and regularly test these off site (minimum quarterly)...			
7. I have identified up to 5 Technology strategies that I choose to use in my business, and have a plan for implementing / reviewing these strategies... (list them below)			
a.			
b.			
c.			
d.			
e.			
KNOWLEDGE			
<i>I have read & made notes</i>			
1. I have read the <i>E-myth Revisited</i>			

TEAM CHECKLIST

	Yes or No		Items I Will Work on in the Next 90 Days
	✓	✗	✓
SIX KEYS TO A WINNING TEAM			
1. There are/is a strong leader(s) other than myself in the business			
2. We have identified what kind of leadership qualities are needed in my business			
3. Our culture has been established, written down and is available			
4. The team promote and maintain the culture of the business			
5. There is a clear common goal that my team are aiming for			
6. I have positional descriptions and up to date contracts for every member of my team			
7. The company and each team member has a 90 day SMART goal plan...			
8. I have developed and implemented my company's 'Rules of the Game'.			
9. I have implemented a strategy that lays down how results are to be achieved and measured (KPI'S)			
10. My team have understand clearly what their roles and limitations are.			
11. Each role has been systemised and documented			
12. My whole team are involved and included			
LEADERSHIP			
1. I regularly review the individual and joint performance of my team with them			
2. I have a strong clear vision that my team understand			
3. I consistently maintain the company vision			
4. I am able to trust my team and allow them responsibility to make decisions fix any upsets (support risk taking)			
5. My team works to their strengths			
COMMUNICATION			
1. I hold regular team meetings...			
2. The team meetings have measurable outcomes			
3. My team play above the line			
4. I have a system for encouraging open communication amongst team members (WIFLE)			
RECRUITMENT			
1. I have implemented and customised the action recruitment system to work in my business			
2. I employ people to "run the systems" in my business			
3. I hire on Attitude			
4. I have a systemised training programme for skills			
5. I have a consistent recruitment system			
6. I have a system for induction...			
7. I have a system for ensuring people continuity and succession...			

	Yes or No		Items I Will Work on in the Next 90 Days
	✓	✗	✓
TRAINING			
1. I have 5-10 KPI's for each position in my business...			
2. I have positional 'how-to' manuals for each position...			
3. I have a programme in place for ongoing training and team building...			
4. I use behavioural style assessments for each team member...			
RETAINING			
1. I have an up to date organizational chart...			
2. I have an organisational chart for when the business is finished...			
3. I have up to date positional contracts...			
4. The company has a system for recognition...			
5. The company has a system for rewarding longevity and performance...			
KNOWLEDGE			
<i>I have read & made notes</i>			
1. <i>Goals</i> – Brian Tracy			
2. <i>ABC's of Building Business Teams That Win</i> – Blair Singer			
3. <i>Leading at a Higher Level</i> – Ken Blanchard			
4. <i>Whale Done</i> – Ken Blanchard			

SYNERGY CHECKLIST

Now that everything is coming together, it's time to turn up the volume and make sure that the outcome is far greater than the input...

How far are you through the Synergy stage? Tick all items you have completed so far, then look through the remaining items and choose 1 or 2 in each section to work on over the next 90 days.

	Yes or No		Items I Will Work on in the Next 90 Days
	✓	✗	✓
SYNERGY			
<i>Where if I add one, I get three or more</i>			
1. I have an enrolling and inspiring company vision and mission...			
2. My team knows about the vision, mission and rules of the game...			
3. Each member of my team is inspired in their role, contributing to the company's vision and mission...			
4. I have a system for career planning within the company...			
5. I have an ongoing training system for staff including time management training, sales training and team skill based sessions...			
6. My staff all have job descriptions and I have a redundancy system that I have shared with staff...			
7. My business subscribes to industry newsletters, magazines and other educational materials...			
8. My business has contingency staffing plans in the case of any absence and staff are cross-trained so as to remove "king pins"...			
9. I have identified, appointed and groomed a general manager so I can walk away from the business and still get massive results...			
10. I don't have to show up at work every day...			
11. I enjoy and am motivated by my work...			
12. My business fulfils my life goals...			

RESULTS CHECKLIST

Have you reached the Results stage? Tick all items you have completed so far, then look through the remaining items and choose 1 or 2 to work on over the next 90 days.

	Yes or No		Items I Will Work on in the Next 90 Days
	✓	✗	✓
RESULTS			
1. I have financial and personal independence			
2. I am investing and growing assets outside my business			
3. The business is generating passive income			
4. I have groomed a general manager who runs the business for me			
5. I am giving back to charity			
6. I am mentoring others			
7. I have surrounded myself with a dream team (outside your business) – Ideas person, prioritising and planning person, detail person, financial person etc.			
8. I have written a book, booklet or developed a business game. I own intellectual property that is earning me an income.			
9. I am actively putting on an exit strategy in place			