

# START WITH THE END IN MIND

(regardless of how old your business is)  
(think...Business Planning in Reverse!)

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now Exit Strategist and Business Broker



HOW DOES YOUR  
SCORECARD  
LOOK?

if the whole idea of completing the full  
Sellability Score questionnaire is just a  
little too daunting at present,

instead,

complete the “So You Think You’re In  
Business” one-page scorecard (based  
on the same attributes)

**So You Think You're In Business Scorecard...**

Life is way too short to spend it on a business that is not really working yet.  
**Only you know what size Business you want to build. It's your Life after all!**

So, lets take a moment to get clear on the current state of your Business by running it through this Scorecard. Circle the number that best represents your business per question; 5 = **absolutely! Couldn't be better, fo**, 1 = **shocking! Need to do more.**

This not only gives you a snapshot of how you rate your Business today but it also reveals the opportunities, if you're up for the challenge...

Business Name:	Score					Total
<b>financials...</b>						
1. Is your Business making money?	1	2	3	4	5	
2. Is your Business profitable?	1	2	3	4	5	
3. Is your Business paying you a wage?	1	2	3	4	5	
4. Is your family reliant on the money it makes?	1	2	3	4	5	
<b>recurring...</b>						
5. Does your Business have a "subscription" model?	1	2	3	4	5	
6. Do you know of model examples in your industry?	1	2	3	4	5	
<b>structure...</b>						
7. Can you take a 6 mths holiday? (Business conts.)	1	2	3	4	5	
8. Are you clear about what you will and won't do?	1	2	3	4	5	
<b>growth...</b>						
9. Is your industry trending up or down?	1	2	3	4	5	
10. Is the future looking rosy?	1	2	3	4	5	
<b>value...</b>						
11. Do you know what the Business "breakeven" is?	1	2	3	4	5	
12. Does the Business make more cash than it spends?	1	2	3	4	5	
<b>barrier to entry...</b>						
13. What's the Business "moat" ie how is it special?	1	2	3	4	5	
14. Are you recognised as an industry leader?	1	2	3	4	5	
<b>reliance...</b>						
15. Is the Business reliant on any one customer?	1	2	3	4	5	
16. Is the Business reliant on any one supplier?	1	2	3	4	5	
17. Is the Business reliant on any one employee?	1	2	3	4	5	
<b>satisfaction...</b>						
18. Does the Business measure customer satisfaction?	1	2	3	4	5	
19. Does the Business have a referral program?	1	2	3	4	5	
<b>YOU!</b>						
20. Have you started with the end in mind?	1	2	3	4	5	
21. Do you know what you want to do with Business?	1	2	3	4	5	
22. Are you ready to make this happen?	1	2	3	4	5	
<b>Total Score</b>						
<b>Add up your circled numbers, if the total is 80 or less...we've got some work to do?</b>						

**Happy with your score? What help do you want/need to improve your score?**

want a copy of this? it can be arranged by emailing your request to [info@theentrepreneurialmother.com.au](mailto:info@theentrepreneurialmother.com.au)

HOW'S THE SCORE LOOKING?  
GOT A BIT OF WORK TO DO?

# TO CONTINUE THE CONVERSATION...

1. come to [theentrepreneurialmother.com.au](http://theentrepreneurialmother.com.au) and have a good look around

2. find me on [LinkedIn](#) and connect

3. join me for focused DOing...

**Spend 3 hrs with me in the Boardroom;**

**“lets get this party started!”**

Date to be Advised

email me at [info@theentrepreneurialmother.com.au](mailto:info@theentrepreneurialmother.com.au)