



Get More Clients Assessment

Place an "X" in the column that best reflects the current situation in your business.

		Very True	Mostly True	Seldom True	Not True
Mindset	1. I believe strongly in the value of my services and have total confidence that I make an enormous impact.				
	2. I know my worth and I have complete certainty that I deserve to make a great income from my business				
	3. I understand what makes clients decide to buy and am comfortable asking for money when it comes to my services because I hold a higher vision for clients than their story about money				
	4. I feel great whether a client says 'yes' or 'no' to my services.				
	5. I see my business expanding at an exponential rate over the next 3 years and I'm very excited about it				
Target Market	6. I have a target market (who I work with) that is clearly defined, specific and readily accessible to me				
	7. What I do is clearly defined, specific, and easily understood by my target market and my network				
	8. I understand and am able to articulate the demographics, psychographics, needs, pains, problems, challenges, and desires of my target market that they will pay to resolve				
	9. I know where to find my target market: organizations they belong to, publications they read, places they hang out. I'm also clear about who else serves them that can be strategic partners				
	10. I am in touch with both, my target market and strategic partners, on a routine basis: newsletter, classes, social media (twitter, facebook, linked-in), give-aways, cards, phone, etc				
Following Up	11. I do not have a stack of business cards from people I have met but have not since spoken to				
	12. I systematically call referrals from colleagues quickly and report back to my referring source and thank them - again				
	13. For people who said no or didn't return my initial calls, I have made contact with them <u>again</u> within the past three months				
	14. I have an easy and effective follow up system and have followed up with every prospect on my list within the last 30 days				
	15. I am good and consistent at follow up with people who inquired about my services in the past, but weren't quite ready or didn't have the funds at the time to do business with me				
Network Building	16. My marketing activities and plans are targeted, cost-effective, differentiate me from others in my field, and provide great results				
	17. I have an affiliate or referral program that rewards my network, customers, strategic partners, or others for referring business to me				
	18. I speak regularly to my target audiences - either for other groups or for my own events				
	19. I set an intention to meet strategic alliance partners at networking events rather than just looking for clients so I can focus on building long-term wealth, not just short-term cash flow				
	20. I know what topics my target audience is hungry to learn about and I write value-giving articles about these addressing their pains, challenges, goals and solutions at least once per week				
Presenting and Closing	21. I have a compelling offer/proposition that makes people jump to have a free session or consultation with me				
	22. Whether or not my prospects "buy", when I'm done presenting my offer and pricing they seem to be crystal clear as to my value and are comfortable to refer me to others				
	23. I am very comfortable and confident in handling objections and discussing the fees or prices I charge for my services and products				
	24. When I conclude a presentation I know where the prospect stands				
	25. My client/customer conversion rate is very good				

ACTION STEPS: If Knowledge + Action = Results, then this is just the beginning. I recommend to start you identify the top 2 - 3 areas that would, if improved, provide high strategic key leverage to move you forward faster and design a plan to address them.