



BUSINESS ASSESSMENT - FINANCIAL	
1	Do you know your average monthly sales?
2	Do you measure revenue weekly?
3	Do you have clear financial monthly goals?
4	Do you have staff bonus structures?
5	Do you review expenses quarterly?
6	Do you have three or more key initiatives to increase net profit?
7	Is your marketing percent of revenue between 5% and 15%?
8	Is your labor cost of goods less than 25%?
9	Is your net profit above 20%?
10	Do you know your marketing ROI?
FINANCIAL SCORE	
BUSINESS ASSESSMENT - OPERATIONS	
1	Do you have written job descriptions for all staff?
2	Do you do quarterly reviews?
3	Do you hold regular weekly staff meetings?
4	Do you have individual compensation plans for each staff member?
5	Do you do monthly inventory and adjustments?
6	Do you have more long-term employees than new employees?
7	Do you provide staff free treatments?
8	Do you pay retail commission?
9	Does your staff know your mission or vision?
10	Are you utilizing vendors to increase monthly profit?
OPERATIONAL SCORE	
BUSINESS ASSESSMENT - MARKETING	
1	Do you have a website?
2	Is your site mobile enabled?
3	Is your phone number on top of page, large, bold and clickable?
4	Are your social media links on the top of page and do the links work?
5	Have you been on your own site in the past month?
6	Do you email clients specials regularly?
7	Do you use Cross Promotions INSTEAD of Discounting?
8	Do you respond to new leads within thirty minutes?
9	Do you do a Gift Certificate of the Month on your homepage to get new leads?
10	Is your Facebook following growing more than 20% per year?
11	Do you do Facebook monthly giveaway contests?
12	Do you have a goal with your social media posts? Share, comment?
13	Do you have your own before and after photos on your website?
14	Do you regularly post Vlogs or Blogs to your website and social media?
15	Do you use Insights or other monthly analytics reports for online systems?
16	Do you know your cost per lead?
17	Do you know your practice closing ratio?
18	Do you know how many consultations you need per month to hit your goals?
19	Do you have an annual marketing plan?
20	Do you do sales events instead of open houses?
TOTAL MARKETING SCORE	
GRAND SCORE	
BENCHMARKING - How are you doing?	
WOW - YOU SHOULD TEACH THIS STUFF! CONGRATULATIONS!	
AVERAGE - WE CAN ROCK THIS PRETTY QUICKLY	
OUCH - WE NEED TO GIVE SOME ATTENTION ASAP	

[illegible]