

## **BUSINESS CHECK UP (PART A)**

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- 1) Right now, is your business chugging along, racing along, or sliding downhill?
- 2) Compared with last year at this time, are sales up or down?
- 3) Have you gained any new clients or customers in the past three months? This year?
- 4) Are you working with any new vendors or suppliers?
- 5) Have you lost any clients or customers in the past few weeks?
- 6) Are you offering any new products or services this year?
- 7) Are your sales people out looking for business or do they sit around waiting for the phone to ring or checking their email?
- 8) Have you added any employees this year?
- 9) Have you terminated any employees recently?
- 10) When was the last time you met in person with your banker? Your Insurance Agent? Your Accountant? Your Attorney?
- 11) When was the last time you communicated with your advisers?
- 12) Without looking it up, how much money do you think is in your business checking account right now?
- 13) When was the last time you attend a business-related function or had a meal with a client?
- 14) When was the last time you attended a trade show or professional meeting?
- 15) What are you doing to promote your business this month? Advertising? Marketing? Promotional event?
- 16) When was the last time you sent a newsletter to customers? Printed a new catalog or updated your company website?
- 17) Do you wake up in the morning feeling excited about going to work?
- 18) Do you like the people you work with? If you could fire someone today with any legal repercussions, whom would that be? Why?
- 19) Are you overly dependent on a few vendors or suppliers? What would happen if they failed to make a delivery or went out of business?
- 20) Are you overly dependent on a handful of customers or clients? What would happen to your business if they took their business elsewhere or went bankrupt next week?