

BUSINESS ASSESSMENT - FINANCIAL	0=No/1=Yes	Value	Score
Do you know your average monthly sales?		3	
Do you measure revenue weekly?		5	
Do you have clear financial monthly goals?		3	
Do you have staff bonus structures?		5	
Do you review expenses quarterly?		3	
Do you have 3 or more key initiatives to increase net profit?		10	
Is your marketing percent of revenue between 5% and 15%?		3	
Is your labor cost of goods less than 25%?		3	
Is your net profit above 20%?		5	
Do you know your marketing ROI?		10	
FINANCIAL SCORE		50	
BUSINESS ASSESSMENT - OPERATIONS	0=No/1=Yes	Value	Score
Do you have written job descriptions for all staff?		5	
Do you do quarterly reviews?		10	
Do you hold regular weekly staff meetings?		2	
Do you have individual compensation plans for each staff member?		5	
Do you do monthly inventory and adjustments?		5	
Do you have more long-term employees than new employees?		10	
Do you provide staff free treatments?		4	
Do you pay retail commission?		3	
Does your staff know your mission or vision?		3	
Are you utilizing vendors to increase monthly profit?		3	
OPERATIONAL SCORE		50	
BUSINESS ASSESSMENT - MARKETING	0=No/1=Yes	Value	Score
Do you have a website?		2	
Is your site mobile enabled?		3	
Is your phone number on top of page, large, bold and clickable?		5	
Are your social media links on the top of page and do the links work?		4	
Have you been on your own site in the past month?		10	
Do you email clients specials regularly?		5	
Cross Promotions INSTEAD of Discounting?		5	
Do you respond to new leads within 30 minutes?		7	
Do you do a Gift Certificate of the Month on Homepage to get new leads?		7	
Is your FB following growing more than 20% per year?		7	
Do you do FB monthly giveaway contests?		7	
Do you have a goal with your social media posts? Share, comment?		5	
Do you have your own before and after photos on your website?		5	

Do you regularly post VLOGs or BLOGs to your website and social media?		10	
Do you use Insights or other monthly analytic reports for online systems?		5	
Do you know your cost per lead?		10	
Do you know your practice closing ratio?		7	
Do you know how many consultations you need per month to hit your goals?		7	
Do you have an annual marketing plan?		7	
Do you do sales events instead of open houses?		7	
TOTAL MARKETING SCORE		125	
GRAND SCORE		225	
BENCHMARKING - How are you doing?	SCORE	SCORE	GRADE
WOW - YOU SHOULD TEACH THIS STUFF! CONGRATULATIONS	30-40	180-225	A+
AVERAGE - WE CAN ROCK THIS PRETTY QUICKLY	20-29	130-179	C+
OUCH - WE NEED TO GIVE SOME ATTENTION ASAP	0-19	129 or less	D