**Goals**

* Rank your top goals from 1-5.
  + Possible goals:
    - Expanding/Diversifying client base?
    - Expanding services offered?
    - Higher Revenue? Lower Costs?
    - Better proposal acceptance?
    - Less Hours?

**Caring for your most valuable asset**

* Rank your personal health (both physical and emotional) from 1-5.
* How much vacation did you take last year? Plan to take in the current year?
* How are your personal finances? Stress?
* How is your work/life balance?

**Revenue**

* What were your average revenues for the last three years?
* Which revenue streams make up total revenes?
* How did you arrive at your prices? How do your prices compare to your peers?
* How many clients do you currently service?
  + Do we have any success/failure tracking device for the goods/services we offer? Do we have recurring meetings with employees to learn from successes and failures?
  + Do we do an intake to see what products they are interested in?
  + Do we track how they heard about us? Have we used this information to strategize on where to spend marketing dollars?
  + Do we ask clients for referrals? references?
  + How often do these clients return for additional services?
* How much to you need to earn daily to break even?
* How close to 100% capacity are you?
* What days do you operate? Hours?
* What services are you considering adding to your company?
* On a scale of 1 (awful) to 10 (amazing), rate your proposal acceptance:
* How do you network? Market? How do you reward referrals?
  + Do we track where our clients were referred from?

**Expenses**

* How does your expense spend align with your goals and what differentiates your company?
* What is your overhead percentage?
* What is your highest expense? Second? Third?
* How much does it cost you to open your doors on a given day?
* How many people are presently on your staff?
* Do you have any debt?

**Liquidity**

* What is your typical billing cycle? Walk through a process of initial service to payment received.
* How much bad debt do you have?
* What type of credit line are you using? Have you explored a higher ceiling?
* Do we maintain a minimum cash balance at all times? Do we set aside cash for taxes?
* Do you use vendors? Have you requested more favorable payment terms-ie 45 days rather than 30 days?

**Your Team**

* When did you begin your business? Tell me your journey.
* How many employees do you have?
* On a scale of 1 (awful) to 10 (amazing), what’s the morale of your company?
  + Do you allow growth opportunities for your employees? What type of incentive do you offer?
* What is your turnover percentage? Shortest tenured employee and longest tenured employee.
* What area of your company needs to be MOST improved? Be specific. ?
* How many "A Players" do you have on your staff?
* Describe your level of satisfaction with your team's overall PERFORMANCE: