



Your Business Diagnostic

How To See What Is Really Going On In Your Business

The Business Design Studio

DONNA BROWN

donnabrown.com

Welcome!

I am so glad you are taking this time for yourself and your business. Just that will be enough to create new awareness, gain insights and hopefully lead you to some positive changes.

Print it out and fill it in while you have your morning coffee.

Some of the things this brings up may be uncomfortable, but that is OK! That discomfort is just showing us where we have room to grow.

I would love to hear what insights you gain from this exercise and if you have any questions, I am always glad to hear from you. You can find me at coaching@donnabrown.com

Time to jump in!

Donna

YOUR BIG BEAUTIFUL VISION

Take a moment to dream with your eyes wide open...

What is the biggest, most wonderful, most exciting vision for you and your business?

How would your life change when you fully embody this vision?

Nothing is too crazy or too big. Just the opposite. If you want to shy away from writing something down, I suggest you do it.

This vision is the North star for you and your business. The quick, but in-depth, check-in you are going to do in the next few pages, will give you a very clear idea of where you are on this journey, and what you need to move forward.



VISION, MISSION AND BRAND

THE VISION: Your Biggest, Most Beautiful Dream For Yourself & Your Business

Where You Are Now?	
Where You Would Like To Be?	

How To Close The Gap?	
Your Biggest Obstacles: Time, Money, Know How	
Biggest, Most Radical Solution	
Smallest Next Step	
Resources Needed To Make Progress	
How Urgent Is It For You To Resolve This/Make Significant Progress? <i>(Scale Of 1-10)</i>	
Do You Need Help? Who?	
Motivation: What Will Change About Your Business & Life When You Achieve This Goal?	

VISION, MISSION AND BRAND

THE MISSION: What Your Team Will Identify With & Act Upon (Sinek's Why)

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VISION, MISSION AND BRAND

BRAND: This Is Not Your Logo. It Is What Other People Think Of You & Your Company. What You Represent

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REVENUE STREAMS

EXISTING Source Of Revenue: _____

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REVENUE STREAMS

NEW Source Of Revenue: _____

Where You Are Now?	
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REVENUE STREAMS

NOTES: Biggest insights, ah-has and things to do

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YOUR AUDIENCE: WHERE ARE YOU MEETING YOUR PEOPLE & HOW WELL ARE YOU CONNECTING?

PLATFORM: Instagram

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YOUR AUDIENCE: WHERE ARE YOU MEETING YOUR PEOPLE & HOW WELL ARE YOU CONNECTING?

PLATFORM: Facebook

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YOUR AUDIENCE: WHERE ARE YOU MEETING YOUR PEOPLE & HOW WELL ARE YOU CONNECTING?

PLATFORM: Facebook Group

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YOUR AUDIENCE: WHERE ARE YOU MEETING YOUR PEOPLE & HOW WELL ARE YOU CONNECTING?

PLATFORM: LinkedIn

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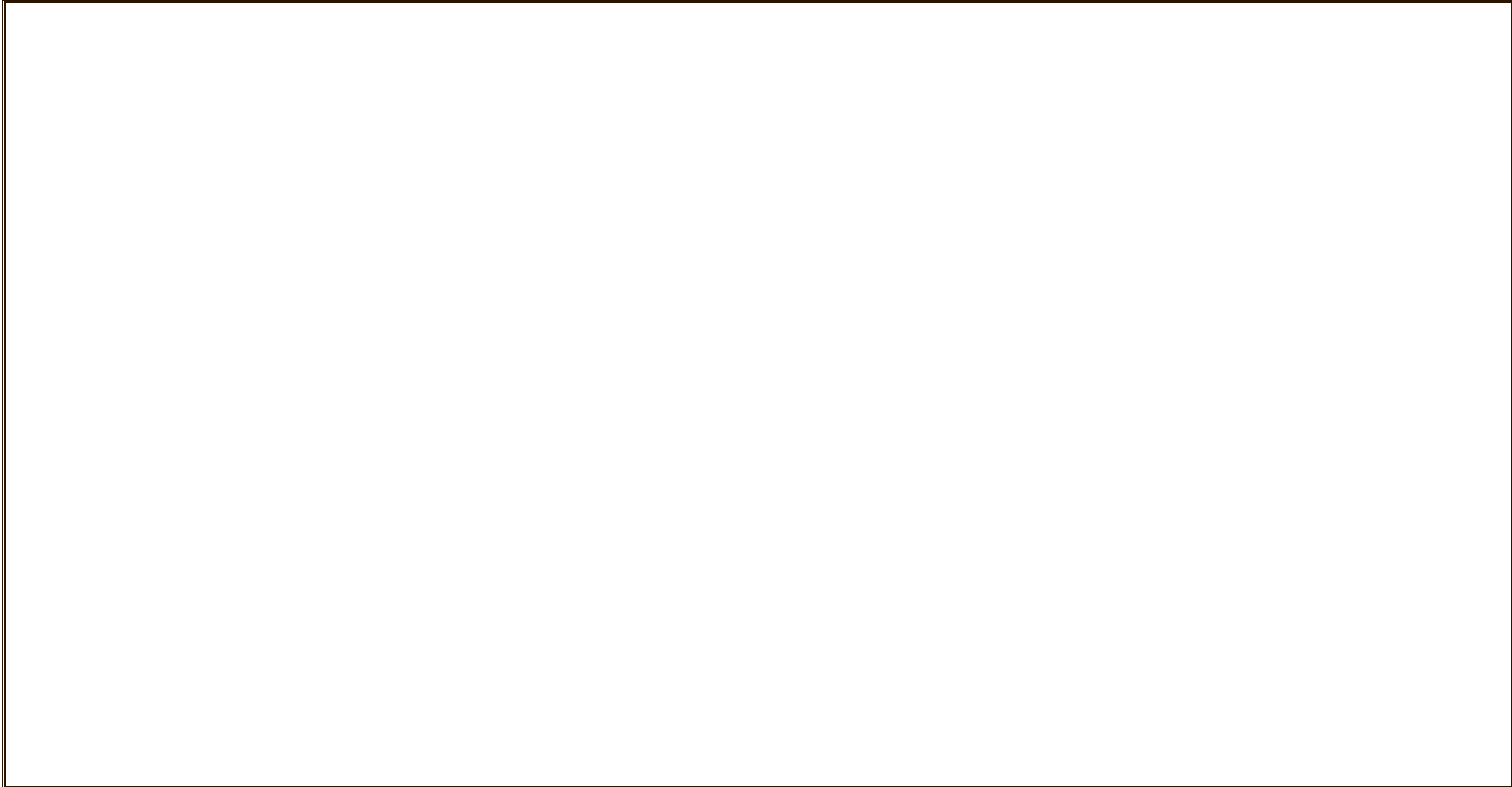
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NOTES: Biggest insights, ah-has and things to do

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PRODUCTS & SERVICES: LIST ALL YOUR COURSES, OFFERS, WORKSHOPS, MASTERMINDS, PHYSICAL PRODUCTS, ETC.

PRODUCT/SERVICE: _____

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BUSINESS MODEL & SCALING POTENTIAL

It's time to reflect on your offers, products and services.

Do you have time to deliver what you have promised and still have time to create new products, nurture new clients without feeling drained?

How can you grow your business? Growing your core offers or re-thinking new offers to allow for growth? Take some time to reflect on your journey.

What feels most expansive, exciting and uplifting?

PERSONAL DEVELOPMENT

This is often underestimated as a business growth tool. The ability to focus, set priorities, stay collected, pick yourself up after hitting an obstacle: you will need tools for this and if you do not have them now, it is worth thinking about starting.

There are a few suggestions here, however feel free to use the blank lines to add in your own.

	I Do This Already	I Would Like To Learn Or Start	Don't Know Where To Start	What Resources Do You Need To Include This In Your Routine	What Is Stopping You From Trying This	Who Do You Know Who Can Help You	Is There Someone In Particular You Would Like To Work Or Study With?	Motivation
Yoga								
Meditation								
Journaling								
Arts & Crafts								
Music								
Sports								
Reading								
Learning New Skills								

THAT'S IT!

You've done a great job. Take some time to mull things over. I'm sure new ideas and insights will keep pouring in once you get the ball rolling.

If you enjoyed this and would like to dive deeper, join my Facebook Group: Big Bang Business Strategies:

<https://www.facebook.com/groups/bigbangbusinessstrategies/>

Wishing you love, joy and profit

Donna