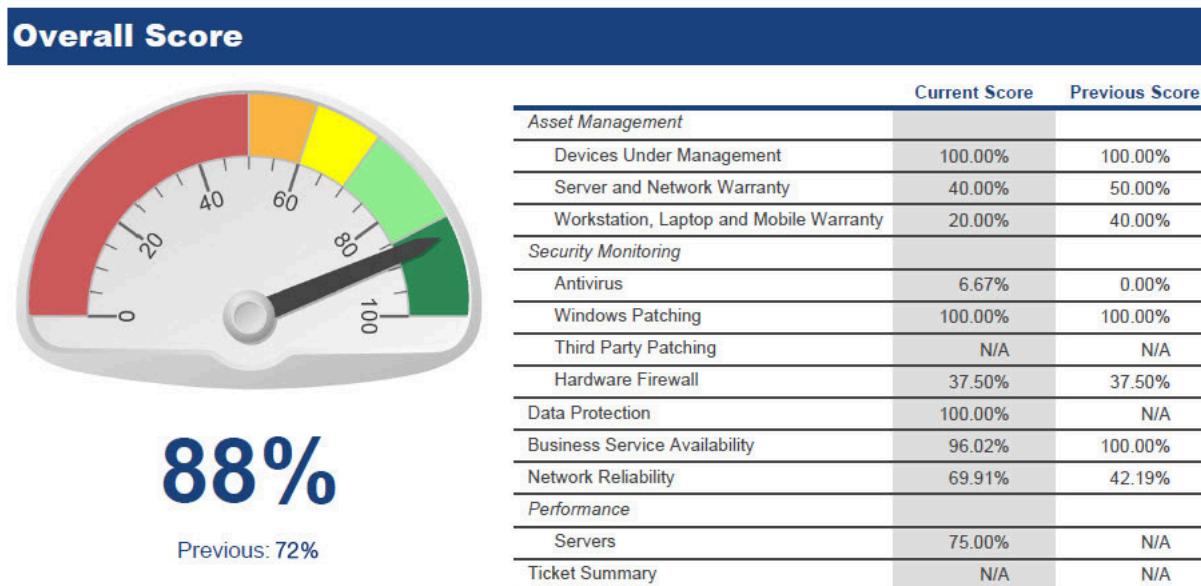


## BHC Assessment Reporting

### Overall Scoring



**Foundational/Organizational Structure 88**

**Financial Strength & Position 92**

**Sales & Marketing 39**

**Product/Service Viability 48**

**Overall Health 8**

55%

**Foundational/Organizational Structure 88/135**

**Unhealthy** – The foundational/organizational structure you have put in place for your business appears to have gaps which could very well cause issues moving forward. You may find yourself unclear or confused on how to manage all the roles you've been handling, or why you're working harder than ever. Perhaps your bottom line is diminishing faster than the revenue coming in...or you're having trouble attracting qualified prospects or that those who do buy from you don't return to buy again. Building a healthy infrastructure for growth involves understanding how all of the different business components work together cohesively toward a common goal...converting prospects to customers and customers to advocates. Our Assessment Strategists are skilled in helping to pinpoint critical gaps and building a sequencing plan designed to guide you through the maze of build a business positioned for growth. To help gain clarity in how to build an infrastructure for success the following resources may help as well.

- [Register for MarketAtomy's 5 stage Vision Clarification informational video series "How to Become a Customer Magnet" by clicking here.](#)
- [Download MarketAtomy's Report "Put The Bustle In Your Side Hustle: Five Step Guide on how to turn your SIDE-Hustle into you MAIN-Hustle" by clicking here](#)
- [Schedule an Assessment Debrief with one of our Coaches to explore how to strengthen your overall business infrastructure.](#)

**Financial Strength/Positioning 92/134**

**Needs Tweaking** – It appears that although you've got a fairly good handle on your financial position, ready cash flow seems to be holding you back from moving forward in the growth process. Don't worry, this is a common issue faced by all small businesses early on in the growth process. Cash flow is critical to being able to hire the resources needed to expand and grow. It's tiresome to have to wear all of the hats! It's time to take a step back and start working ON your business, letting a team of

experts assisting as needed so that you can concentrate on what you do best. To find out how you can strengthen your cash flow position check out these products and services we offer.

- - Download our FREE eBook “Credit 101” by clicking [here](#).
  - Download our FREE eBook “Cashflow is King” by clicking [here](#).
  - Reach out to schedule a FREE discovery session by clicking [here](#).
  - Schedule an Assessment Debrief with one of our Coaches to explore how to strengthen your overall Financial infrastructure.

#### **Sales/Marketing Efforts 39/111**

**Unhealthy** – It appears that you are struggling with building a solid infrastructure for finding, attracting, converting and growing customers. It could be that your message is not being communicated clearly. It could be that you’re not targeting the right audience or that you aren’t able to gain their trust. There are many things that might be interfering with your ability to close the sale. Luckily for you we have several products and services that could help to uncover where the gaps are and how to turn them around.

- - Schedule a FREE Discovery session to mastermind what options are available for moving forward by clicking [here](#).
  - Register for MarketAtomy’s 5 stage Vision Clarification webinar series “*How to Become a Customer Magnet*” by clicking [here](#).
  - Download MarketAtomy’s Market Analysis planning tool by clicking [here](#).
  - Schedule an Assessment Debrief with one of our Coaches to explore how to strengthen your overall marketing/sales strategy.

#### **Product/Service Viability 48/56**

**Healthy** – Way to go! You have definitely got your finger on the pulse of what it is your customers want and need. Not only are you confident that you are tapped into your market, you are providing a service or product that they are willing to pay for. Our only suggestions at this point would be to remain abreast of changes in your core market and make sure that you have a plan to address those changes. Also, explore how you can add value to your existing lines to remain one step ahead of the competition. The following tools may help along the way.

- - Download our S.W.O.T. Analysis planning tool by clicking [here](#).
  - Our *Competitive Analysis* planning tool can be downloaded [here](#) to help you remain abreast of how your benchmark against your competitors.
  - Sign up for a FREE one-hour mastermind Discovery Session by clicking [here](#).

#### **Overall Health 8/31**

**Needs Tweaking** – While it appears that you have made attempts to incorporate a healthy work/life balance into your business, there are areas that could upset the apple cart down the road. The only way to maintain a healthy overall outlook is to know what may be lying ahead that could interrupt your forward growth. Keeping an eye on opportunities and threats within the market as well as changes within your competitive environment are important for overall business health. Building a strategy to capitalize on changes will go a long way in avoiding potential interruptions.

- - Schedule an Assessment Debrief with one of our Coaches to explore how to strengthen your overall work/life balance.
  - Download MarketAtomy’s S.W.O.T. Analysis tool to conduct an analysis of opportunities and threats within the market by clicking [here](#).
  - Download MarketAtomy’s *Environment Analysis Worksheet* by clicking [here](#).