

## BHC Assessment Reporting

### Foundational/Organizational Structure

- **Healthy** – Congratulations! You have obviously put in the time and effort to ensure that you have built an infrastructure for growth within your business. These early foundational steps are critical for maneuvering obstacles that could interfere in reaching your ultimate goal. Staying abreast of technology and economic changes, which could affect your business, will only guarantee that you remain focused on your end game.
  - Subscribe to MarketAtomy's "Vision 20/20" Radio Podcast to remain abreast of changes in your industry and receive helpful tips designed to assist with future growth by [clicking here](#).
- **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 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 by [clicking here](#).
- **Needs Tweaking** – You're doing Great! Although your business appears to have a structured foundation that needs a little update. There may be a few gaps left unattended that could throw a monkey-wrench into your growth

plan. Areas in your organizational structure may not be as well defined and may actually compromise what you think you have a handle on. Meeting with an assessment strategist will help to identify any issues and work with you to develop a strategy for updating your infrastructure and closing these gaps.

- Schedule an Assessment Debrief with one of our Coaches to further explore how to strengthen your overall business infrastructure by [clicking here](#).

## **Financial Strength/Positioning**

- **Healthy** – Congratulations! It appears that you have a good handle on all of the components that contribute to a healthy financial infrastructure for your business. It may be time to think about the next stage of your business. Do you have a new product or service you're ready to introduce to the market? Perhaps you are thinking about expanding geographically or merging/partnering with another firm to expand your market. Equity investment might be the next logical step in your growth journey. Our team of financial experts is available to assist with helping you prepare for the next stage in your business.
  - Schedule an appointment with one of our financial experts to explore the options and process for equity investment by [clicking here](#)
  - Take advantage of our cash-flow mentoring/training program by [clicking here](#).
  - Download our FREE eBook “Business Funding Resource Guide” [here](#).
- **Unhealthy** – Oh No...You're probably stressed and overwhelmed chasing whatever cash outlets you can tap into immediately to keep you afloat for the next week or two. Your revenues have been non-existent or sluggish. You've exhausted your personal cash reservoirs and you're tapped out. Don't fret! You have options. No matter what your credit situation is currently there are positive measures you can take to begin to turn things around. A healthy financial position is critical to business growth. Many new business owners jump into action spending in areas without a clear financial strategy in place. To begin the process, take advantage of some of our products or services offered below.
  - Download our FREE eBook “Credit 101” 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 by [clicking here](#).

- **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 by [clicking here](#).

## Sales/Marketing Efforts

- **Healthy** – Congratulations! It appears that you have a good handle on your sales and marketing efforts for your business. However, markets change quickly, and it is important to remain abreast of those changes if you are to continue to grow and expand your business. Consumer purchasing patterns are more sophisticated than ever. In order to tap into the true buying mindset and remain ahead of market changes it is important to be able to read the minds of your customers and predict their next moves before they even know what they are. Large mega companies have been doing this for years. It's called data-mining and predictive analysis. Now you have access to the same data-mining capabilities. Take advantage of the following products/services we offer to take your marketing and sales efforts to the next level.
  - Subscribe to MarketAtomy's "Vision 20/20" Radio Podcast to remain abreast of changes in your industry and receive helpful tips designed to assist with future growth by [clicking here](#).
  - Sign up for our "Customer Journey Mapping" Video Series by [clicking here](#).
  - Schedule a FREE Discovery session to mastermind what options are available for moving forward by [clicking here](#).
- **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 by clicking [here](#).
- **Needs Tweaking** – Although you have had some success at building a brand in your market and driving sales through the door, it appears that your sales cycle may be lacking in its ability to grow advocates. Advocates ultimately become your outside sales force. They can become the BEST referral source or your WORST deterrent as you work to grow your company. The experience your customer's leave with will determine which side of the fence they're on. Taking a proactive approach to ensuring that your customer's experience is spectacular involves delving into their psyche and predicting their next moves before they even know what they are. Large mega companies have been doing this for years. It's called data-mining and predictive analysis. Now you have access to the same data-mining capabilities. Take advantage of the following products/services we offer to take your marketing and sales efforts to the next level.
  - Schedule a FREE Discovery session to mastermind what options are available for moving forward by clicking [here](#).
  - Sign up for our "Customer Journey Mapping" video series by clicking [here](#).
  - Schedule an Assessment Debrief with one of our Coaches to explore how to strengthen your overall marketing/sales strategy.
  - Download MarketAtomy's *Marketing Gap Analysis* Tool by clicking [here](#).

## **Product/Service Viability**

- **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](#).
- **Unhealthy** – It appears that there is much more research needed to determine where your product or service fits into the market and whether it is something that is needed. It may be that your messaging is unclear or that you are not tapping into the right market. It may be that the problem you are trying to solve is not substantial enough to warrant the customer's time and money to seek a solution. Either way, before you invest much more money and time it is imperative that you explore what issue you are trying to solve and whether it is truly something the market wants. We have several tools and services which could assist in bringing clarity on this issue.
  - Sign up for a FREE one-hour mastermind Discovery Session by [clicking here](#).
  - Download our *Market Analysis* planning tool by [clicking here](#).
  - Download our Customer Identification planning tool by [clicking here](#).
  - Schedule an Assessment Debrief with one of our Coaches to explore how to strengthen your overall product/service portfolio.
- **Needs Tweaking** – Obviously you're on to something here. Your product or service is needed in the marketplace, but for some reason sales are not happening as quickly or robustly as you would like. You may think that it is all due to marketing, but 9 times out of 10 it is a combination of several different gaps that are not being met within your overall business infrastructure. We suggest that the best possible solution is to take a step back and explore who and why your product is or is not selling. It might be that the anticipated value is not what is expected, or that the success of your solution working is dependent on another solution happening first. There are so many possible reasons that to narrow in on just one may hurt more than help in the long run.

It's time to re-examine the overall business model and try to pinpoint where the gaps are.

- Schedule an Assessment Debrief with one of our Coaches to explore how to strengthen your overall product/service portfolio.
- Download MarketAtomy's *Demand Analysis Worksheet* by clicking [here](#).
- Sign up for our Sherloc Analysis to gain a better understanding of what your customers want by clicking [here](#)

## Overall Health

- **Healthy** – Congratulations! It appears that you have a healthy handle on your overall work/life balance at this stage. You have a healthy routine for your personal and family life. In addition you have a healthy outlook on where your company is going. As a business owner it is easy to get caught up in the daily grind of running a business that we can let your family and health fall to the wayside while working IN the business. Keep up the good work.
  - Subscribe to MarketAtomy's "Tip of the Week" to remain abreast of ways to keep your work/life balance in check.
- **Unhealthy** – Work/life balance is extremely important to an entrepreneur, especially when first starting out. With so many challenges and unknowns it's easy to fall into the trap of OPA – *Overwhelm, Paralysis and Avoidance*. If there is one piece of advice we can offer it is to not go through this alone. Having a coach or mentor to talk to and work through problem areas is critical to piece of mind and a successful business. Another reason you may be struggling with an unhealthy work/life balance is that you are unclear on what to do next or how to break free of OPA.
  - Schedule an Assessment Debrief with one of our Coaches to explore how to strengthen your overall work/life balance by clicking [here](#).
  - Register for MarketAtomy's 5 stage Vision Clarification webinar series by clicking [here](#).
  - Register for FREE 30-minute coaching session designed to identify symptoms of OPA by clicking [here](#).
- **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 by [clicking here](#).
- 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](#).