

THE 6 MOST IMPORTANT BUSINESS QUESTIONS FOR SUCCESS!

Every business has some of these answers. Those who have answered all of these and go deep are proven to be more successful! Why? Because they have CLARITY about every aspect of their business! These questions work for everyone – you could be an Independent RE Agent, an MLM Salesperson or the owner of a 7 staff business – does not matter. It works for each and every one!

1. WHAT IS YOUR EXIT PLAN?

In other words, WHY are you doing this business? How do you see your growth? Where do you see yourself down the road? Will you always be doing the same thing in your business? Will you become more of a “CEO”? Will you Sell it off?

AND, more important than anything is: WHAT WILL HAPPEN TO YOUR BUSINESS if SOMETHING WERE TO HAPPEN TO YOU?

How will it still run? WHO will take the reins and keep it plugging along? Will you be forced out of business because there is NO Plan for emergencies that directly impact your ability to do what you do?

2. WHO ARE YOU?

This is where you define your business segment

3. WHAT DO YOU DO?

What do you do? This is a quick introduction summary.

Sometimes people try to get “cute” here – keep it simple and state exactly what you do.

4. WHAT PROBLEM DO YOU SOLVE?

Every business solves a problem – maybe your business solves many! List them all.

Put your customer hat on and be your customer – what are they thinking.... Feeling?

What do they want? What are their fears about their desire?

5. WHO DO YOU SOLVE IT FOR?

This is your PERFECT CLIENT DESCRIPTION – go deep!

Define not only their physicality – define their hobbies, their income, how they dress!

6. HOW DO YOU SOLVE IT?

This is what you do best in your business niche!

This is where you can get creative to make you stand apart from another business who does the exact same thing you do... This is where your service or product removes every doubt your customer has about a purchase or a connection with you. This is where you shine! PROUDLY!