

How Remarkable is Your Brand?

Your brand is how people get to **know, like and trust** you, so give yourself a score 1 – 5 for:

- 1. Your Philosophy & Methodology**
How well do you portray your mission, vision, values and purpose? 1 - 5
- 2. Your Identity**
How consistent is the look and feel of your colours, fonts and logos, do you have brand guidelines? 1 - 5
- 3. Your Ambassadors & Sponsors**
How effective are you with event sponsorship, team sponsorship and celebrity / influencer sponsorship? 1 – 5
- 4. Your Market Position**
How effective is your business at positioning itself in the market – Is it easy to tell exactly who you help, how you help them and why you do it better than anyone else? 1 - 5

TOTAL (Out of 20) =

How Remarkable is Your Offering?

Your Product ecosystem is what drives revenue, so give yourself a score 1 – 5 for:

- 1. Your Free Products**
How good is your free content such as videos, blog posts, social media and guides to connect with your audience? 1 – 5
- 2. Your Products For Prospects (P4P)**
How remarkable are your brochures, presentations and webinars? 1 - 5
- 3. Your Core Product / Service Or Solution?**
How remarkable is your core product, service or solution? 1 – 5
- 4. Your Products for Clients (P4C)**
How remarkable is your additional product for clients? 1 – 5

TOTAL (Out of 20) =

How Remarkable is Your Marketing & Sales?

How remarkable is your lead generation and sales machine? Give yourself a score 1 – 10 for:

- 1. Your Website**
How remarkable is your website, is it focused on your visitors user experience? 1 – 5
- 2. Your Content**
Is your content focused on your customers problems, answering their questions or on you? 1-5
- 3. Your Lead Generation**
How remarkable is your ability to turn targeted traffic into leads? 1 - 5
- 4. Your Sales Process**
Do you have a clearly defined sales process that helps your customers? 1 - 5
- 5. Your Data Analysis**
Do you record and report on data at every stage in your processes? 1 – 5

TOTAL (Out of 25) =

How Remarkable Are Your STEPS?

The STEPS Approach to building a remarkable seven figure business is focused on the five areas below, give yourself a mark out of 5 for each

STRATEGY

How remarkable is your growth strategy? 1 – 10

TOTAL (Out of 10) =

TRAFFIC

How effective are your traffic sources? 1 – 5

TOTAL (Out of 5) =

ENGAGEMENT

How good is your business at connecting and engaging with prospects? 1- 5

TOTAL (Out of 5) =

PROMOTERS

How effective are you at getting reviews, additional sales and referrals from your customers? 1 – 5

TOTAL (Out of 5) =

SYSTEMS

How remarkable is your use of technology, tools and systems? 1 – 10

TOTAL (Out of 10) =