

accelerate!

JUMPSTART TEMPLATE

4 FACTORS TO CREATE A BUSINESS THAT YOU LOVE



4 BUSINESS LOVE FACTORS

Print this page to write your answers down here, or use a journal to record your progress. This template is more like a full module than a template, but I want you to lay a sturdy foundation from the beginning (or shore up an existing one), so take some time with this one and let the magic happen!

1) Margins & Cashflow: Do your products and services have a gross margin (total sales revenue minus cost of goods sold, divided by the total sales revenue) that will allow you to be profitable after paying business expenses? Is your revenue reoccurring or transaction based?

2) The Business Love Triangle: Do you use your unique gifts and talents in your business to serve your customers? Do you love the customers that you serve? Do they love what you serve back?

3) Ultimate Org Chart: If you created a chart of your business organization when your revenues are 10 times as much as they are now, what would it look like? What positions would you need? Will you be working ON your business or still in it?

4) Proprietary Process: How are your products and services created? Do your products and services make your customers lives exponentially better? How are your systems and benefits different from other businesses similar to yours? Do you have a step-by-step process that you can document and market?

:: ACTION STEPS ::

This template is meaty! The answers to these questions will surface how much you love the business your are creating. Think deeply, answer honestly and make adjustments where needed. There's nothing worse than growing a successful and profitable business that you don't absolutely LOVE!