

Step 1 - Complete the questionnaire

1. Answer each question with YES or NO.
2. Add up your number of Yes's and enter the total at the end of the questionnaire

#	Questions	Yes/No
1	Has your business reached breakeven every month for 9 months or annually 2 consecutive years?	
2	Did you originally fund your business? If no, from where did the money come?	
3	Do you currently have employees? If yes, how many people do you currently employ?	
4	Do you require equipment to produce the product/service your business delivers?	
5	When you began your business was your primary goal something other than making money?	
6	Do you have a % profit requirement which you try to achieve each month? If yes, what %?	
7	Has your business been profitable for 9 consecutive months or annually 2 consecutive years?	
8	Do you have experience selling in the market that you serve before starting this business? How many years?	
9	Do you have prior experience with the product/service your business delivers before starting this business? How many years?	
10	Did you have profit and loss responsibility in a previous job before starting this business?	
11	Do you have written policies, procedures, and training to produce your product/service?	
12	Do you manage to a target % for your cost of goods sold (COGS) and overhead? If so, what are they?	
13	Do you retain an accountant?	
14	Do you retain a business lawyer?	
15	Do you have a business banker?	
16	Do you have a business insurance agent?	
17	Do you have a succession plan?	
18	If you have a succession plan, is the person that will fill your role identified and being trained at this moment?	
19	Do you have an exit strategy once you reach the goal set when you started your business?	
20	Do you know exactly how many closed sales you need to make each month to break even?	
21	Is your close rate documented and communicated throughout the company?	
22	Do you know exactly how many sales are needed each month to hit your target % profit?	
23	Is there a written sales plan for reaching the profit target and is it communicated to the sales team?	
24	Do you know what business function is your limiting factor?	
25	Do you know how much capital is needed to add capacity when you reach your limiting factor?	

26	Do you already have a source for capital when you reach that limit?	
27	Does each employee you employ have a written job description?	
28	Do you have a method of measuring the performance of each employee?	
29	Does your employee performance tie directly to your business plan?	
30	Do you have written training/development plans for each employee?	
31	Do you have a management team?	
32	Do you conduct regularly scheduled status meetings with the management team?	
33	What is the frequency of your management meetings: Daily, Weekly, Monthly, or As Needed?	
34	Does a written accounting system exist for creating proposals/quotes, ordering materials, communicating production orders, billing customers, etc.?	
35	Do you have a written or automated method of tracking all clients, prospects, and sales in process?	
36	Do you have company assets that are tracked and show up on your balance sheet?	
37	Is your product or service unique? If yes, do you have a patent or copyright filed to protect it?	
	Overall Total	

Step 2: Find your growth stage

Use the table below to determine your current stage of growth.

Item	Your Answer	Overall Total	Then your business is ...
Question #1	No	—	You're in the foundation stage
	YES	less than 5	You're in the foundation stage
Questions #1 and #6	YES	6 – 14	You're transitioning to survival stage
	YES	15 – 25	You're securely in survival stage (stuck in nowhere land)
Questions #6 and #18	YES	26 – 36	You're transitioning to self-sustainability stage
Overall Total	—	37	You're securely in self-sustainability stage

How do you begin correcting some of the NO's so that your business grows? Get a copy of the book [Business Growth Simplified: How to Rapidly Create a Self-Sustaining Business](#) from Amazon. Or, you can begin growing your business with a [BGS DIY Membership](#).

**Find out more regarding how to grow your business
at**

<https://businessgrowthsimplified.com>