

The 10 Most Important Questions to Ask Yourself about Your Business by Jaxi West

1. Why did you start your business? Are you still at that same excitement level? Are you still passionate about it as you were Day 1? Does your business energize you or take away your energy? Have the reasons you are still running your business changed (ex: the reason you started it is no longer the reason you are still running it)
2. If someone gave you \$20 million today, would you still pursue your business, even if it was part time?
3. What would be the 1 main reason someone would want to hire you? Do you emphasize this in your daily conversations, in your marketing, etc?
4. What would be the 1 main reason someone would not want to hire you? What can you do to change that?
5. Do you think your competition is way ahead of you, at even pace, or behind? Are you comfortable and happy where you are in relation to them - or do you not care?
6. How flexible is your business strategy or business in general to flow constantly with world events or to adjust if there is a major shift in your industry?
7. About how many times a month do you go out of your comfort level (ex: do things more risky or bold) to improve your business, give it some spunk, or to grow your business?
8. How much time (%) are you putting into outreach to gain new clients? Do you rely solely on typical marketing/advertising methods, or do you pick up the phone and talk to people (build relationships) or go to business events/industry meetings? What do you do that is atypical/unique for outreach to generate brand/name awareness?
9. What is your WOW factor?
10. Where is your WOW factor? Is it present in only one part/segment of your business or is integrated in all aspects of your business?