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GAINING CLARITY

Without being super clear on what you do, your brand doesn't exist. No matter how much money you spend on exterior things like logos, brand name, or web design. So let's get some clarity!

If you have a business that has been running for a while, ask yourself the following 22 questions. If you have a new business, do some research and answer these as best you can. For eg., for 'Why has your business been successful in the past?', you can ask yourself 'Why will my business be successful?'

YOUR BUSINESS

1. What is the name of your business and what do you do?

2. What exactly do you do to make money? What's your business model? What problem(s) do you solve for your clients? What exactly do you do when you work with clients? What are the steps you take to help them with their problems?

3. Where do you sell your products or services? Do you have a website, an online shop or a profile?

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4. Why do you do what you do?

5. Why has your business been successful in the past?

6. What have you done well in the past that has been responsible for your success to date?

7. What are the most important skills and competencies that your company possesses today?

8. What are the very best products and services that you offer right now?

YOUR CUSTOMERS

9. Who are your best customers today?

10. What and where are your best markets?

11. What do your customers like most about what you do for them? What do they compliment the most of what you offer or do for them? What is your number-one area of customer satisfaction?

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12. What do your customers like least about what you do? What do they complain about most?
What is it that you sell that your customers and potential customers prefer to buy somewhere else rather than from you?

ASSUMPTIONS AND ACTION

13. What is working best in your business today? What parts of your business make you happiest?

14. What will make you happy?

15. What is not working in your business? What causes you the most aggravation and frustration?

16. What are your most important products and markets? What accounts for the largest portion of your revenues?

17. What are your special talents and skills? What is it you do that accounts for most of your success?

18. What are the major changes taking place in your market? What changes should you make to compensate for them?

19. What are your most treasured assumptions about your people, customers, markets, products, services, and yourself? What if one of them weren't true? What would you do then?

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20. What can you do this year to scare yourself and grow?

21. How can you simplify your systems and time to gain more freedom?

22. What do you want in your business right now? What do you want to be different? How can you go about getting that?

