



Thrive Assessment

A down-to-earth look at the current growing conditions of your heart-centered business

Today's date:

Using the essential elements of a thriving business as a measure, this assessment is designed to give you a quick but comprehensive overview of what's working well and where the gaps are — so you can do something about them.

Groundwork: You

Circle the numbers that feel most honest today	NO										YES									
I know what my unique gifts are	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
I'm clear about my life purpose	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
I have a high skill level with the service I provide	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
I have a high skill level in growing my business	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
I walk my talk and embody my purpose	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
I'm passionate about my work	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
When I share my message, people get it	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
I have a strong relationship with Spirit	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
I'm committed to my unique success	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
I have a clear vision for my business	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
My thoughts and beliefs support my highest potential	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
I have a bookkeeping system that works for me	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
My work environment supports me in accomplishing	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
I can find things in my workspace when I need them	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
I track income and expenses at least once a month	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
All my materials, website, flyers, etc. have a consistent look, feel and message	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10

Niche: Ideal Clients

	NO									YES
I'm clear about who my ideal clients are	1	2	3	4	5	6	7	8	9	10
I know what their needs and challenges are	1	2	3	4	5	6	7	8	9	10
I can and do describe their needs and challenges	1	2	3	4	5	6	7	8	9	10
I know where they are and how to reach them	1	2	3	4	5	6	7	8	9	10
I have a clear plan for reaching my potential clients	1	2	3	4	5	6	7	8	9	10
I work almost exclusively with ideal clients	1	2	3	4	5	6	7	8	9	10
I have a unique solution for an unmet need	1	2	3	4	5	6	7	8	9	10
I'm clear about how many people I'm meant to serve	1	2	3	4	5	6	7	8	9	10
I share relevant parts of my personal story in my marketing	1	2	3	4	5	6	7	8	9	10

Stage 1: Planting Seeds

	NO									YES
I have a clear, written plan for marketing my business	1	2	3	4	5	6	7	8	9	10
I know what my business priorities are and track them	1	2	3	4	5	6	7	8	9	10
I enjoy building relationships with potential clients, whether they buy from me or not	1	2	3	4	5	6	7	8	9	10
I'm comfortable and confident with marketing and selling	1	2	3	4	5	6	7	8	9	10
I have a free giveaway/sample I offer in exchange for contact info	1	2	3	4	5	6	7	8	9	10
My marketing system gets attention and makes sales	1	2	3	4	5	6	7	8	9	10
I have 3–5 different, consistent, profitable sources for client leads	1	2	3	4	5	6	7	8	9	10
I look at key business numbers (such as new leads, conversions, sales, expenses and cash flow) at least once a month.	1	2	3	4	5	6	7	8	9	10

Stage 2: Growing Relationships

	NO									YES
My business is growing as fast as I want it to	1	2	3	4	5	6	7	8	9	10
I have as many clients as I want	1	2	3	4	5	6	7	8	9	10
I'm in touch with my clients/potential clients at least once a month	1	2	3	4	5	6	7	8	9	10
I give value in every interaction with my clients/potential clients	1	2	3	4	5	6	7	8	9	10
I regularly invite potential clients to do business using a clear, compelling offer	1	2	3	4	5	6	7	8	9	10
When I offer my services, people whip out their wallets to buy	1	2	3	4	5	6	7	8	9	10
I know how many potential clients buy from me (conversion rate)	1	2	3	4	5	6	7	8	9	10
I offer several levels of product/services at different prices	1	2	3	4	5	6	7	8	9	10
I currently have 2–3 effective methods of marketing	1	2	3	4	5	6	7	8	9	10
I spend highly-effective time working on my business (structure, strategy, systems and marketing)	1	2	3	4	5	6	7	8	9	10

Stage 3: Harvest

	NO										YES
I love my work and experience deep satisfaction with it	1	2	3	4	5	6	7	8	9	10	
I love my clients and they know it	1	2	3	4	5	6	7	8	9	10	
My clients are thrilled with my work	1	2	3	4	5	6	7	8	9	10	
I get a lot of repeat business	1	2	3	4	5	6	7	8	9	10	
My clients rave about me to other people	1	2	3	4	5	6	7	8	9	10	
My best source of new business is word of mouth	1	2	3	4	5	6	7	8	9	10	
I easily cover expenses every month	1	2	3	4	5	6	7	8	9	10	
I get help with things that aren't my strength	1	2	3	4	5	6	7	8	9	10	
I usually have a feeling of clarity and stability about my business	1	2	3	4	5	6	7	8	9	10	
My services are high-value (worth far more than they cost)	1	2	3	4	5	6	7	8	9	10	
I take regular breaks (short and long) from my business, to rest and rejuvenate	1	2	3	4	5	6	7	8	9	10	
I feel like my business is humming along and I have some freedom to enjoy the fruits of my labor.	1	2	3	4	5	6	7	8	9	10	

Making friends with your **Growth Zone**

Look back over your answers, one section at a time. Notice the patterns. Celebrate the high numbers, and give yourself some extra love and appreciation for all the skills you've built so far. What's working well? Now b...r...e...a...t...h...e and review the lower numbers. You might even want to color these green because...what you've found is your GROWTH ZONE! And this is something to celebrate, too. Now you know where the **gaps** are, and the gaps are where the **transformation** is and the transformation is where the **gold** is!

*When you plant a new seed in the soil,
the first thing that comes up is not the new shoot.
The first thing that comes up is a little dirt.
—Unknown*

Of the lower numbers, what are your HIGHEST PRIORITY areas to focus some attention on and change? Highlight those.

How much energy are you willing to put into your own growth? Are you willing to be temporarily uncomfortable? The GROWTH zone definitely stretches you out of your COMFORT zone. The thing is, it can be uncomfortable, but not the kind of discomfort where you know you're selling out or giving up.

This is the kind of discomfort that calls to you at some level. You know it's where you've got to go to be your bigger self. To live the life you were meant to live. To thrive. And growth is rewarding because...it's your NATURE! It's what you're designed to do.

Are you ready to really make friends with your growth zone? To expand? To THRIVE? Then take a big, expansive inhale and let's get into action, because the **Grow Your Business Organically™** system has top-notch training and support for you in all of the areas covered in this assessment—and more.



Thrive Assessment continued

INSIGHTS:

PRIORITY ACTIONS:

