

Entrepreneur Skill Evaluation Self-Assessment

Take a moment to assess yourself in the 12 key areas that have been identified as central to entrepreneurial success. This exercise is designed to help you identify areas for possible improvement that can help you accelerate the profitability of your business.

Circle the score that best describes where you are right now. Then identify the 2 areas you feel, if you improved, would have the biggest impact on your business results.

Name: _____ Email: _____

Entrepreneurial Success Tools & Traits	Strength	Average	Weakness
Clearly defined your niche and ideal buyer	3	2	1
Clear on your 3-primary money making activities	3	2	1
Have a solid social media marketing strategy	3	2	1
Offer value based billing - Not hourly rates	3	2	1
Structured sales process that works consistently	3	2	1
Have a compelling pull marketing magnet in place	3	2	1
Have a comprehensive client nurture sequence	3	2	1
Have an effective referral generation strategy	3	2	1
Have a website that attracts and converts leads	3	2	1
Have built a solid recurring income stream	3	2	1
Have a clear defined ascension structure for clients	3	2	1
Have a trusted mentor to guide and support you	3	2	1

Tally up your score

My score was _____

Now that you have assessed yourself in the 12 key areas, identify the 2 areas you think you need to work on most. Why do you think these areas are the ones you need to focus on?

1. Area to improve:

2. Area to improve:
