



Do You Have The Essentials Covered?

1. Ideal Client

- Do you know who you are doing what to? I say this somewhat jokingly, but you must have a clear picture of who your Ideal Client is and why.
- Do you know what problems your Ideal Client has?
- Do you know what solutions you offer your Ideal Client?
- Do you know *why* they are *your* Ideal Client?

2. CEO/Business Owner Perspective

- Who is running your business?
- Do you understand you have to wear several hats as a Service-Based Entrepreneur?
- Are you comfortable wearing these different hats?
- Do you only function as the 'technician' in your business?
- When you make a decision do you know what hat you are wearing?

3. Marketing

- Does your website speak to your Ideal Client?
- Do you know where to find your Ideal Client?
- Are you speaking your Ideal Client's language?
- Are you making it easy for your Ideal Client to do business with you?

4. Vision

- Does your business reflect you, your vision, and your beliefs?
- Do you see where you are going to be in 5 years?
- Have you planned for your success?
- Do you know the real reason you want to be in business?

Phone: 616-285-1949 • Fax: 815-346-5253

Email: cindy@virtualpartnering.com • Web: <http://www.virtualpartnering.com>