



## Building Your Strategy For Growth Pre-program Questionnaire

### Question 1. Select your business type?

\_\_\_\_\_ Retail

\_\_\_\_\_ Construction

\_\_\_\_\_ Licensed. Professional Services (Lawyer, CPA, etc.)

\_\_\_\_\_ Other Technical Services (Web Design, Consulting, bookkeeper, etc.)

\_\_\_\_\_ Wholesaler / Distributor

\_\_\_\_\_ Other (Please describe)

\_\_\_\_\_ Research / Product Development

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\_\_\_\_\_ Financial Svcs (Insurance, Wealth Mgt, etc.)

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### Question 2. Describe your current challenges in creating your Growth Plan for 2014?

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### Question 3. Describe your current challenges in implementing your Growth Plan for 2014?

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### Question 4. On average, how much time do you spend working in your business?

\_\_\_\_\_ Less than 10 hours per week

\_\_\_\_\_ 21 – 40 hours per week

\_\_\_\_\_ 11 – 20 hours per week

\_\_\_\_\_ More than 40 hours per week



**Question 5. As you review your growth plan, what is your anticipated growth for 2014?**

- Incremental Growth (less than 10%)
- Expansive Growth (20% - 35%)
- Moderate Growth (10% – 20%)
- Hypergrowth (more than 35%)

**Question 6. If you had sufficient funds, list three changes you would make to your business**

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**Question 7. What is the most effective marketing strategy that you currently use?**

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**Question 8. How many employees do you have?**

- Full Time
- Independent Contractors
- Part Time
- Brokers / Dealers

**Question 9. Review all of the products/services you offer and consider the top two and the bottom two items. Now, from that list of four items (top two and bottom two) list the total percent of annual revenue you sold for each product.**

(Annual sales revenue for the specific item divided by total sales revenue for the company.)

- First Top Item
- First Bottom Item
- Second Top Item
- Second Bottom Item