

TOP 20 QUESTIONS TO ASK YOURSELF TO BE PREPARED FOR 2021

Congratulations!

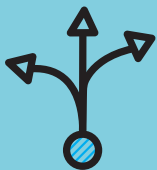
You just downloaded a list of questions that when you answer, clarify, and implement will help you feel ready to face 2021. Honestly, there are way more than 20 questions in this document, but each one is designed to assess how this past year went and gain clarity on where you want to go in 2021.

**“PLANS ARE NOTHING;
PLANNING IS EVERYTHING.”**

Dwight D. Eisenhower

My belief is that there are four main categories that need to be designed and planned to operate a successful business:

STRATEGY



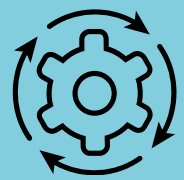
MARKETING



FINANCES



OPERATIONS



While hundreds of books have been written on each topic, this simple guide is a place to start. While not comprehensive, it should be more than enough to get the ideas flowing and give some solid insight into creating a business plan for 2021.

HAPPY PLANNING!

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The Foundation of your Business: Purpose, Goals & Big Ideas

1. How clear are you on the purpose of why you are in business? What keeps you motivated when things get difficult?
2. How clear are you on the purpose of the product or service you offer your clients?
3. Have you moved closer to your purpose in 2020? If yes, how so? If no, what happened? Where did you miss the mark?
4. What are the “big ideas” and crazy goals you want to accomplish in 2021?
5. Are there any new services or products you want to offer in 2021?

TELLING YOUR STORY: WEBSITE, SOCIAL MEDIA & CLIENT LOVE

1. How clear are you on the story you want to tell your customers/clients? Can you explain who you are, what you offer and how people can hire you in a succinct statement or two?
2. Did you review your website in the last 6 months? Is all content current? Does it need a refresh? Could a stranger understand your product/service and know the next step they should take to engage with you?
3. How many social channels are you on? How many followers, friends, or subscriptions do you have? Does social media currently play a role in getting new customers/clients? Are your social media sites updated?
4. Have you collected testimonials and documented successes to share with potential clients? Are you using them? Effectively?
5. How have you shown appreciation to your clients this past year?





Making Sure You Turn a Profit

1. Did you start 2020 with a goal amount of revenue and profit? How did you do on reaching that goal? What are some financial goals you have for 2021?
2. Do you have enough money in your business saving account to cover three months of operations in case of circumstances that force you to shut down temporarily?
3. Do you have a budget? If yes, how closely did you stick to it? If no, do you know where your money went? Where can you make improvements to either earn more, put money away for savings, give employees a pay increase, or accomplish any other financial goals you may have?
4. Consider the pricing of your service or product. Is it where you want it to be? Can you justify raising your prices? Do your clients feel they get their money's worth from working with you?

GETTING IT DONE!

1. How do you feel about the administrative aspects of running a business? Are there areas you would consider outsourcing or hiring someone to do in 2021?
2. Do you have clear processes and procedures documented so that if something happened to you, someone could step in, keep your business running, or at least know how to get in touch with your clients/customers to let them know what is going on?
3. Do you have your processes documented and automated so that you don't need to manually sign up new clients, send invoices, email potential leads, etc.?
4. How much time do you spend on administrative, day-to-day operations each day? Can you think of how you would rather spend that time in 2021?
5. Are there areas you would consider outsourcing or hiring someone to do in 2021?



Thank you for downloading the FREE guide
Top 20 Questions to Ask Yourself to be Prepared for 2021!

Hopefully, you are well on your way to building a solid plan that will help you gain the confidence and freedom to build the business you've always dreamed of!

If you would like to have me review the business plan you came up with or provide any direction on questions you may have got stuck on, schedule a 15 minute call to connect.



If you have additional questions,
please contact me at misti@balmvirtualservices.com

