



# business diagnostic

*It's really hard to know where you are going, if you don't know where you are right now.*

*This business diagnostic will provide a snap shot of where your business currently stands; and a 'heads up' process to move forward in the right direction.*

*For the following 60 questions simply tick each box where your answer is YES; if the answer is NO leave the relevant box blank.*



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**add**



### attitude

1. Do you honestly believe you have what it takes to be successful in business?
2. Do you surround yourself with optimistic, high energy people?
3. Do you invest time and money in your own personal development?
4. Do you learn from setbacks and use these to overcome future challenges?
5. Do you accept responsibility and take accountability for your actions?

### systems

6. Do you have written procedures to cover all aspects of your business?
7. Do you have an operations manual and standard business templates?
8. If someone else stepped into your business now, would they be able to operate it?
9. Do you have a mechanism for collecting customer feedback and testimonials?
10. Is your office/workplace tidy, organised and user friendly?

### direction

11. Do you have a clear idea of where you want to take your business?
12. Do you have enough technical knowledge to be a successful fitness trainer?
13. Have you clearly defined your core product and services?
14. Do you have a mentor or business coach?
15. Do you have benchmarks and clear performance indicators to keep you on track?

total 'add' out of 15

**delete**

### time wasters

16. Have you identified how you spend most of your time during an average week?
17. Do you save valuable time by automating your business wherever possible?
18. Do you minimise procrastination by starting important tasks straight away?
19. Do you know exactly where to find programs, files and all of your equipment?
20. Do you dictate where you spend the majority of your time?

### energy vampires

21. Do you practice what you preach by eating well exercising and sleeping properly?
22. Have you identified people or tasks in your life that sap energy?
23. Do you avoid clients who drain your energy and continually muck you around?
24. Do you build in regular periods of rest and renewal to recharge the batteries?
25. Do you have strategies in place to manage and control stress?

### road blocks

26. Have you identified the main obstacles that are/might hold you back in the future?
27. Do you have strategies to control negative thoughts and self-limiting beliefs?
28. Do you have a cash flow strategy to support continued growth and development?
29. Are you up to date with trends in the fitness industry and in general business?
30. Do you have a support structure to help you through the tough times?

total 'delete' out of 15

## multiply



### sales

- 31. Do you have a number of strategies in place to provide continual new leads?
- 32. Are you able to quickly build rapport with a wide range of prospective clients?
- 33. Do you ask targeted questions and close at least 80% of sales opportunities?
- 34. Do you have all the sales tools you need to stand apart from the rest of the pack?
- 35. Do you have a structured lead generation/marketing and sales process?

### support

- 36. Do you have a bookkeeper/accountant to prepare monthly statements and reports?
- 37. Do you have someone who can help with technology and enhancing productivity?
- 38. Do you have people to help with administration, marketing and graphic design?
- 39. Do you have a solicitor/legal advisor to help with negotiations and contracts?
- 40. Do you have other trainers/staff to support you in growing your business?

### business

- 41. Have you developed a clear one page business plan?
- 42. Have you sat down and defined all of your business assets? (clients, equip, IP etc)
- 43. Have you maximised business turnover by expanding your product offering?
- 44. Have you raised your prices in the past 12 months?
- 45. Are you charging what you truly believe you are worth?

total 'multiply' out of 15

## divide



### day

- 46. Do you chunk together blocks of time for maximum efficiency and productivity?
- 47. Do you control your schedule and allocate specific times available to train clients?
- 48. Do you dedicate set time to work ON your business? (planning, marketing, etc)
- 49. Do you regularly schedule time to look forward and proactively plan your diary?
- 50. Do you spend the majority of your time on high income producing tasks?

### target market

- 51. Have you identified a market where you are perceived as an expert/specialist?
- 52. Do you know how to 'name the pain' and ask specific questions/target needs?
- 53. Do you regularly receive referrals from doctors and allied health professionals?
- 54. Does your business have a unique 'brand' and point of difference?
- 55. Do you know how to specialise in different markets without excluding others?

### income streams

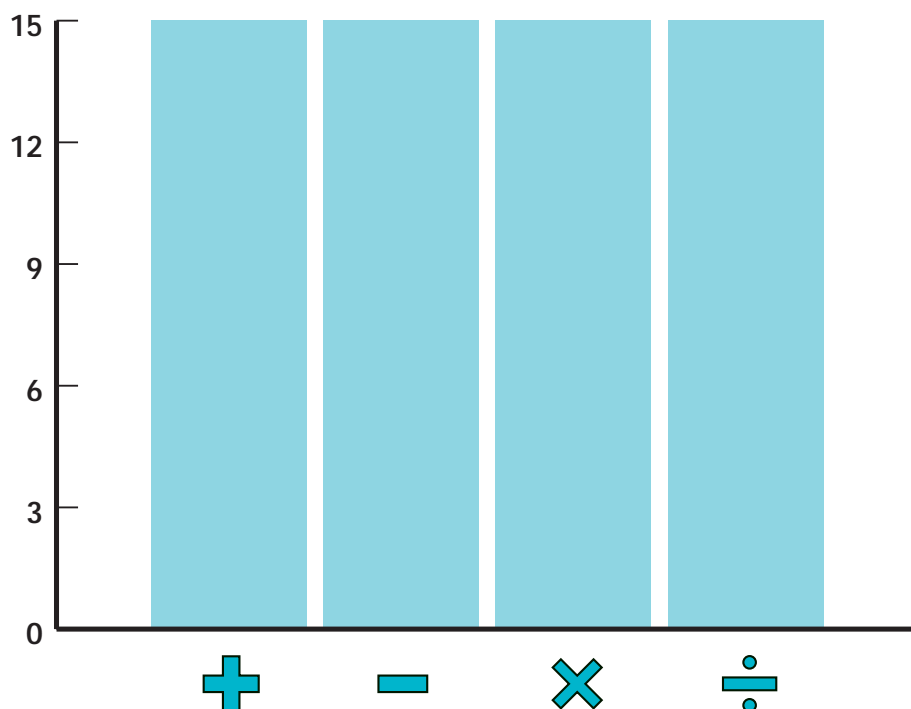
- 56. Have you defined income opportunities beyond one on one training by the hour?
- 57. Have you diversified into specialised markets? (eg. corporate, schools, rehab)
- 58. Have you developed tangible products for a range of markets? (e-books, cd's, etc)
- 59. Do you have strategic alliances and partnerships to boost your income levels?
- 60. Do you have a regular income stream deposited into your account every month?

total 'divide' out of 15

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business diagnostic out of 60

## business diagnostic score



Calculate your total score out of 15 for each of the 4 key areas (add up all of the YES answers) then chart these scores on the template above. Tally all four sections for a total score out of 60.

Score	Recommendations
<30	This is probably the most exciting yet nerve racking phase. Getting organised and structuring your business will make a massive difference to future growth. We suggest purchasing the Systems CD ROM and PT Success Pack
30 - 40	You're doing really well. The next phase of business development is to change the way you think, ie. a 'heads up' approach. Look at Club Membership and attending our business development workshops.
40 - 50	Great stuff! The reason you're enjoying success is the fact you're already addressing a lot of business essentials. Club Membership and Fast Track products will help you target specialist markets and ramp up revenue to the next level.
50+	Congratulations. If you're not already a 6 Figure Trainer you should be well and truly on the way. We recommend Senators Club, Business Coaching and Fast Track products.

## moving ahead

The long term aim is to score 15/15 for each of the four sections, or 60/60. Check out [www.ptplus.net.au](http://www.ptplus.net.au) for a range of products and services designed to specifically fast track your fitness business.

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