

# Business Strength *Review*



“*In the business world,  
the rearview  
mirror is always  
clearer than the  
windshield.*”

---

Warren Buffett

# BUSINESS AUDIT

Knowing what you don't know is sometimes the first step in becoming better at what you do. Take your time and complete your Business Strength review . Remember - There are no right or wrong answers.

## CONTACT INFORMATION

DATE

D D M M Y Y Y Y

☐ Mr ☐ Mrs ☐ Miss ☐ Ms ☐ Other

Business Name

First Name

Last Name

Street Address

Town/Suburb

State

Post Code

Telephone

Home

Mobile

Business

E-mail Address

Preferred method of contact

☐ Phone

☐ E-mail

☐ Skype/Zoom

☐ Face to Face

**PLEASE ANSWER THE FOLLOWING QUESTIONS AS ACCURATELY AS POSSIBLE - THE INFORMATION GIVEN WILL HELP DRIVE YOUR BUSINESS FORWARD**

## Destination Expertise

YES if in place 100% of the time and  
NO if it is not in place 100% of the time

### GOALS + PLANNING + HEALTH

1. I have a Life Plan that I refer to at least every 3 months
2. My Life Plan has milestones that I plan to achieve
3. I have full clarity of where I am going and where I am driving my business for the next 5 years
4. I have a Business Plan that I refer to at least monthly
5. The Business Plan has been broken into 90 day milestones
6. I am 100% happy with the state of my own health

YES or NO

I will work on  
in the next 90 days

### DISTRIBUTING MY WEALTH - Solicitor

7. I have a written plan in place if I die or are incapacitated
8. I have a Will that has been updated in the last 2 years
9. I have Enduring Power of Attorney
10. My business has a Business Will

YES or NO

I will work on  
in the next 90 days

### PROTECTING MY WEALTH - Accountant & Insurer

11. My business entity structure is the best for my personal tax position, dividend distribution and asset protection.
12. I meet with my accountant to discuss tax planning strategies as a minimum every 6 months
13. I view my accountant as "proactive" rather "reactive"
14. My accountant has visited me within the last 12 months
15. My debts are protected by adequate Life and Disability Insurance
16. I have Income Protection Insurance to cover expenses if I can't physically generate income
17. I have Key Person + Public Idemnity Insurance for my business

YES or NO

I will work on  
in the next 90 days

### COMPOUNDING MY WEALTH - Financial Planner

18. I have a Personal Wealth Financial Plan that is updated quarterly  
19. My Financial Planner delivers to my expectations

YES or NO

I will work on  
in the next 90 days

### LEVERAGING MY WEALTH - Bank or Financier

20. My Business Banker is proactive and keeps me up to date with new products and services that specifically suit my business  
21. My Business Banker/Financier is responsive to my requests and has been on my premises in the last 12 months  
22. I have undertaken a Loan Structure Audit in the last 12 months  
23. I have negotiated to reduce the banks fees and charges in the last 12 months

YES or NO

I will work on  
in the next 90 days

### LEADERSHIP AND TEAM

24. I have a documented Vision Statement for the business that is known by all of my team  
25. I have a documented Mission Statement  
26. I have a Culture Statement  
27. I have an Organisational Chart for where my business is now  
28. I have a Organisational Chart for where I want my business to be  
29. I consistently run weekly team meetings  
30. Communication with my team is honest and open  
31. There are written Job Descriptions for everyone in my team and they know what they are

YES or NO

I will work on  
in the next 90 days

## Money Expertise

### REPORTING

32. I test and measure my number of leads, conversion rate and average \$ sale on a weekly basis  
33. I review these figures weekly  
34. I know my margin on every product/service  
35. I review my margins weekly  
36. I have a profit and loss budget for my business  
37. I update my profit and loss budget every quarter  
38. I review my profit and loss position weekly/monthly  
39. I have a cashflow forecast for my business  
40. I update my cashflow forecast every quarter  
41. I review my cashflow forecast weekly  
42. I reconcile my bank statement weekly  
43. I review my creditors/payables list weekly and pay all my bills on time  
44. I review my debtors/receivables list weekly and ensure all my customers are up to date  
45. I have a separate account for GST + Tax obligations and pay my BAS on time  
46. I currently know the market value of my business

YES or NO

I will work on  
in the next 90 days

### BREAK EVEN

47. I know my daily/weekly/monthly overhead costs  
48. I know the average gross margin for my business  
49. I know how many sales, customers or dollars I need to make per day/week/month to Break Even

YES or NO

I will work on  
in the next 90 days

## Time Expertise

## SELF CONTROL

55. I have a list of my top 10 - time consuming tasks		
56. I have a list of my top 10 - stressful tasks		
57. I have a list of my top 10 - productivity related tasks		
58. I have a list of my top 10 - most enjoyable tasks		
59. I delegate or outsource most/all of the admin and low value/low enjoyment work		
60. I write a "To Achieve" list each evening for the next day		
61. I have a Default Diary (D-Diary) that delivers maximum productivity		
62. I have time slots in my diary for my own health & enjoyment		
63. I keep to my D-Diary		
64. My weekly plan reflects my 90 Day Plan & D-Diary		
65. I work ON my business for at least 5 hours per week - each week		
66. I do not operate in crisis mode and have good work balance		
67. I prioritise "Urgent & Important" with all my decisions		
68. I have good self discipline and manage myself well		
69. I respect myself and my time above all else		

## Delivery Expertise

## SERVICE

SERVICE	YES or NO	I will work on in the next 90 days
70. I have basic systems in place to ensure we deliver a consistent product/service to customers		
71. I have defined our customer service standard		
72. We survey our customers every quarter to determine how we can serve them better		
73. We consistently deliver to exceed our customers expectations		
74. I have identified our top 5 customer complaints and have put systems in place to remedy them		
75. I have identified our top 10 common mistakes/errors and have put systems in place to remedy		
76. I have a standard for dress code including the use of name tags		
77. We have a script/process in place for greeting customers		
78. We have a script in place for answering the phone		
79. We have flow charted our customer experience from first contact to collection of payment		
80. All email communication has an up to date "email signature"		
81. We ask our customers how they heard of us and thank referrals		
82. We have a marketing plan we review monthly and test and measure marketing results		
83. We know the acquisition cost of each customer		
84. My business is not reliant on any one single customer		

KNOWLEDGE - I have read / watched / listened to & have made notes

	YES OR NO	In the next 90 days
85. The e-Myth- by Michael Gerber		
86. First Things First- by Stephen Covey		
87. How to win friends and influence people- by Dale Carnegie		
88. Eat that Frog- by Brian Tracy		
89. 7 Habbits of Highly Effective People - by Steven Covey		
90. Think and Grow Rich- by Napoleon Hill		
91. Start with Why- YouTube- Simon Sinek		
92. The Magic of Thinking Big- Dr David Schwartz		



**We've helped thousands of individuals, teams and businesses of all sizes boost confidence, find customers, generate leads, increase sales and exceed their goals using technology, accountability and profit-proven coaching.**



Are you ready to take your business to the next level, but don't know where to begin? If so, we can help. Invest in yourself, your future and your legacy with expert coaching and customised business smart solutions. We specialise in helping you:

**Specialising in helping you:**

- Build and consolidate business basics into workable systems, services and succession.
- Achieve peak business performance personally, for your team and for your profits.
- Build productive next-level networking to attract, sustain and grow business effortlessly.
- Develop excellent speaking skills, including sharing insider speaking secrets to master for millions.
- Comprehensive online marketing services, including website builds, renovations, eCommerce, SEO and digital marketing.

**Why choose Ben & Sam?**

We are a multiple award winning couple who specialise in business and personal coaching.

We have a thirst for learning and have invested years and hundreds of thousands of dollars in self-education, professional coaching and business development so we can share it with our diverse portfolio of clients, who are based all over the world.

We combine our business backgrounds in IT, design, art, marketing, training, management, leadership and retail with our passion for personal development, Neuro-linguistic Programming (NLP) and soul searching. This gives us a multi-disciplinary toolkit that's packed with an interesting and exciting array of tools to share with you.

**A true professional partnership**

Learn and thrive with us! We love partnering with our clients to build successful, rewarding and profitable businesses. Our goal is to discover and implement real-world solutions for your problems that are workable and inspirational.

We're ready to help take your business to the next level.

**Give us a call or send us a message:**

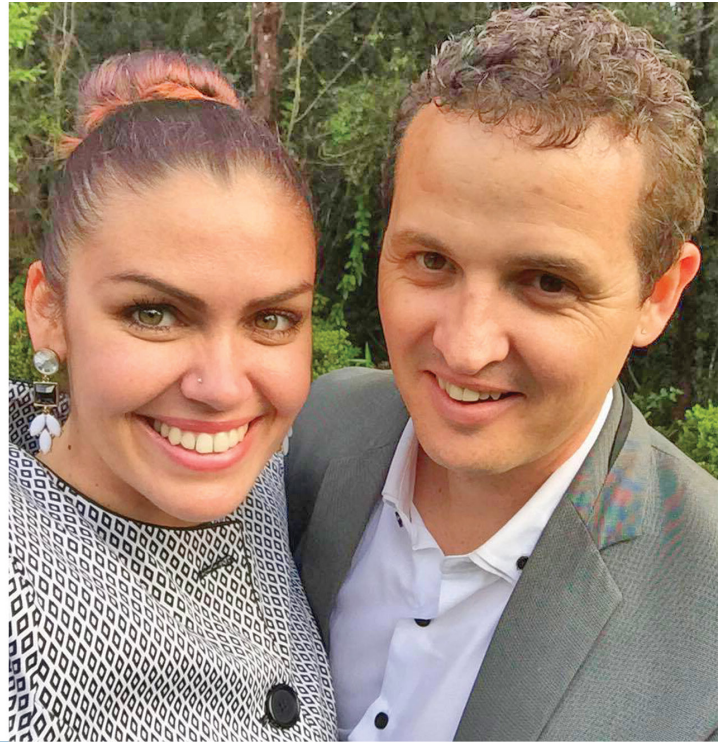
– we'll be in touch with you to talk about what's on your mind. We love to answer your questions, hear your success stories and brainstorm your ideas!

*Ben & Sam*

# GET A BETTER WEBSITE

Deliver the web experience your customers expect with a Ben & Sam better built website that works.

We work with you to develop an intuitive online presence that allows consumers to engage with your business easily & consistently.



## HOW WE'LL GET YOU ONLINE

- ☒ **Tell us about your business**  
We send you a survey that asks what you do, how you do it & what you'd like to see.
- ☒ **We build your site**  
We help write the content, design it, build it, add all the SEO & refine it for you to review.
- ☒ **Approval and go live!**  
Once you're truly happy with your new website, we'll hand over the keys & launch it to the world!
- ☒ **The support continues**  
We're here to scale your investment as you grow & supply all ongoing maintenance & updates.

## ABOUT US

Hi, we're Ben & Sam, a multiple award winning couple who specialise in creating easy to use business websites that not only look great, but get found first by Google. We build websites from just a few pages to entire platforms that integrate with all your existing systems.

Combining our business backgrounds in IT, design, art, marketing, training, management, leadership and retail to deliver you a product that helps generates a constant stream of new leads and get's your phone & till ringing.



## POWERFUL WEBSITE FEATURES WE PROVIDE



### WE GET YOUR PHONE & TILL RINGING

We offer various methods to help you acquire customers and profit from your website investment.



### WEBSITE FEATURES

We know that small business is the engine room of the economy. We want to provide you the tools for the best possible chance for success.



### Reach Customers

Your customers are searching online and your website allows you to have up to date information about your products and services available to be found 24/7.



### Professional Copy & Design

We take the points about your business you provide to create engaging copy writing and an over design that puts your businesses best foot forward.



### Credibility

Your website represents the brand and service your business provides. and your customers will trust. You often only get one chance to secure a potential customer. A lack of presence or poor experience will turn customers away.



### Google My Business

Start building your visibility in Google Maps and Google Search in your local community to get found first with our free listing on Google My Business.



### Marketing

Your website allows you to promote your business, products and services with the use of features such as blogs, buttons, prompts etc. Use your website to grow your business and reach new markets.



### Mobile Phone Call Button

We add a click to call button on every website. A small green button hovers on your mobile phone version of your website, prompting for direct phone calls from your visitors to your site so they act faster.



### Easily Updateable

If you can use Microsoft Word, you can update your new website. We help and show you how to use this optional feature.



### REPORTING & MONITORING

Receive monthly notifications and reports on the performance of your site. Dive into our advanced reports that are loaded with visitor data and strong visual charts. All explained in plain English to help you continually measure and improve.



### Automated Email Campaigns

We provide and teach you how to market using effective email campaigns from your website.



### WEBSITE MAINTENANCE

We help you support and maintain your new website investment with regular backups, software updates, security scanning, tweaks and content updates.



### Online Reviews

We provide the system to automate and encourage happy customers to review your business on Google. Adding social proof to your listing.



### SERVER HOSTING + GOOGLE MAIL

Secure website hosting on our servers in Sydney. Take advantage of the world's most secure and versatile email platform - Google's G-Suite.



### Mobile Friendly

All our websites are responsive ensuring a mobile friendly experience for your customers accessing your site on the go.



### SEO

We utilise smart Search Engine Optimisation throughout your whole site to generate business leads and sales enquiries. Use SEO to capture your widest audience in Google and across the internet.



### Scalable

Built on WordPress, our platform can manage a few pages to tens of thousands of pages, meaning flexible growth for your business.



# TESTIMONIALS

## “ BEN & SAM TAKE TIME TO UNDERSTAND YOUR BUSINESS



*Ben and Sam were just brilliant to work with.*

*They take the time to understand your business and vision and work very efficiently towards their goals and yours.*

*They are extremely professional and thorough in all that they do and their combined skills of sophisticated artistic direction from Sam and sharp IT skills from Ben makes it a magical combination.*

Jodi Robertson  
Dream Big Nation

*What Are You Waiting For?*  
**GIVE BEN & SAM  
A CALL TODAY**



**BEN & SAM**

---

BEN & SAM BUSINESS SMART SOLUTIONS

---

[benandsam.com.au](http://benandsam.com.au) | 0418 66 22 79 | +61 418 66 22 79