

The No-Nonsense Business Audit

Are you ready to face the facts about your business? This isn't for the faint-hearted. If you're the kind of business owner who mutters "This seems unnecessary" then this is exactly what you need. Brace yourself, get real, and let's audit your business.

Section 1: The Brutal Truth

1. What's Your Business Really About?

- **Mission Statement:** Describe your business mission in one sentence. Then, break it down. Is it clear? Is it compelling?

- **Unique Selling Proposition (USP):** What makes your business different from the competition? Use examples.

2. Customer Reality Check

- **Ideal Customer Profile:** Who is your ideal customer? Be specific. Age, gender, occupation, interests, be so detailed we could literally pick them out of a crowd.

- **Customer Feedback:** What's the most common feedback you get from customers? List at least three actual comments.

Section 2: The Financials – Are You Flying or Failing?

1. Revenue and Expenses

- **Revenue Streams:** List all your revenue streams. How much does each contribute to your overall income?

- **Expense Breakdown:** Where does your money go? Break down your major expenses.

2. Profit Margin

- **Current Profit Margin:** Calculate your current profit margin. Is it where you want it to be? Why or why not?

Section 3: Marketing Madness

1. Social Media Savvy

- **Platform Performance:** Which social media platforms are you on? Rank them from most to least effective. *(Do you know how to see their effectiveness?)*

- **Engagement Examples:** Provide examples of your most engaging post on each platform. What made them successful?

2. Marketing Campaigns

- **Campaign Review:** Describe your last three marketing campaigns. What were the results? Be specific – numbers, engagement, ROI.

Section 4: Future Focus

1. Goal Setting

- **Short-Term Goals:** List your top three goals for the next six months. How will you achieve them? (make sure they are SPECIFIC, MEASURABLE, ACHIEVABLE, TIME FRAME)

- **Long-Term Vision:** Where do you see your business in five years? What steps are you taking now to get there?

2. Growth Opportunities

- **New Markets:** Identify at least two new markets or customer segments you could target. Why these?

- **Product/Service Expansion:** What new products or services could you offer? How would they benefit your customers?

Conclusion: The Reality Check

Your Business Health Score

- **Score Your Business:** On a scale of 1 to 10, rate your business in each of the following areas:
 - Mission and Vision
 - Customer Satisfaction
 - Financial Health
 - Marketing Effectiveness
 - Operational Efficiency
 - Team Dynamics
 - Future Readiness

Final Thoughts:

- **What's Next?** Based on this audit, what are the top three actions you need to take immediately to improve your business? Be specific and set deadlines.