

Profit follows assets. This scorecard allows you to review your x10 key sales & marketing assets and identify growth opportunities in your business.

How to use this Scorecard: grab a pen & paper + answer the Q's below.

PART 1 - AUDIT YOUR SALES & MARKETING ASSETS

#1 CLARITY ON YOUR ICP (Ideal Client Profile) <i>When we know exactly who we're speaking to, our message resonates on a deeper level</i>	YOUR ANSWERS
1. Do you know exactly who your ideal clients are and where to find/meet/connect with them? 2. Do you have a clearly defined niche? <i>E.g. an industry, a problem, or shared values/enemy/beliefs</i> 3. Rate your current clarity on ICP (score from 0 to 10) 4. What do you think is in the gap to get to a 10?	
#2 A <u>DEEP</u> UNDERSTANDING OF YOUR ICP The <u>number 1</u> thing we want our prospects to say about us is: “they get me”	YOUR ANSWERS
1. Do you know the x25 biggest problems my ICP is facing right now? <i>E.g. poor sales growth, can't find a good CTO etc.</i> 2. Do you know the x25 real-life symptoms they're experiencing as a result of these problems? <i>E.g. frustration at time away from family, stressed about not hitting targets</i> 3. How well do you understand your ICPs biggest goals/desires 4. Rate your understanding of your ICP (score from 0 to 10) 5. What do you think is in the gap to get to a 10?	

#3 LASER-FOCUSED BRAND, MESSAGING AND SERVICE “PACKAGING” Once we’ve nailed #1 and #2 we can stand out from the crowd, and generate more attention	YOUR ANSWERS
1. Do you have a stated mission? <i>That’s about your ICP <u>not</u> you!</i> 2. Are you currently a supplier to your ICP’s industry, or a part of it? <i>Are you seen as an expert/authority? E.g. speaking at industry events, podcasts, running a community</i> 3. Does your brand, messaging and positioning resonate with your audience? 4. Does it stand out in the market vs. the competition? 5. Rate all your ICP touchpoints on laser-focused brand, messaging & packaging (score from 0 to 10) <i>E.g. social media profiles, website, brochures etc.</i> 6. What do you think is in the gap to get to a 10?	
#4 YOUR MARKETING CHANNELS How you’ll get seen & reach your ICP	YOUR ANSWERS
1. What marketing/BD channels are you using? <i>(E.g. LinkedIn, email marketing, paid ads etc)</i> 2. Rate each of your your channels - in terms of generating consistent, quality conversations and leads (score from 0 to 10) 3. What do you think is in the gap to get to a 10?	
#5 YOUR ATTENTION ASSETS Free stuff for ICP attention (and data)	YOUR ANSWERS

1. What free assets (e.g. lead magnets, industry reports, mini trainings, cheat sheets, podcasts etc.) do you have in your business? 2. How effective are they at starting quality ICP conversations/generating leads? 3. Rate your attention assets (score from 0 to 10) 4. What do you think is in the gap to get to a 10? <i>What could be better? How can you create more?</i>	
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#6 YOUR TIME ASSETS	YOUR ANSWERS
Assets that get time with your ICP (121 or in a group) to build the relationship	
1. What assets do you have in your business that get time with your ICP (e.g. workshops, strategy sessions, audits, 10 min chats to share insights etc.)? 2. How effective are they at converting conversations into meetings/appointments to discuss ICP challenges? 3. Rate your time assets (score from 0 to 10) in terms of converting conversations into appointments with intent 4. What do you think is in the gap to get to a 10? <i>What could be better? How can you create more? How can we increase the desired outcome and perceived likelihood of achievement?</i>	

#7 YOUR MONEY-MAKING ASSETS	YOUR ANSWERS
Your paid offers, services, products	

1. What offers, services, and products do you have that generate money in your business? 2. What's your sales conversion rate (%)? (E.g. sales closed / number of appointments) 3. Rate your money-making assets (score from 0 to 10) <i>How easy are they to buy, to sell, to deliver, and to get results for clients? Are they replicable and scalable?</i> 4. What do you think is in the gap to get to a 10? <i>What could be better? How can you create more? How can we increase the desired outcome and perceived likelihood of achievement / buyer confidence? How can we reduce the clients time and effort required to get results? How can we increase urgency / create genuine scarcity?</i>	
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#8 YOUR NURTURING ECOSYSTEM Keeping prospects engaged for when the time is right for them to buy	YOUR ANSWERS
1. What systems do you have that gives you a list of prospects to start a conversation with if you're looking to make offers? (E.g. email list, Whatsapp group, spreadsheet/CRM) 2. Rate your nurturing ecosystem (score from 0 to 10) <i>How easy is it for you to start a conversation with a prospect and dial up revenue if we wish?</i> 3. What do you think is in the gap to get to a 10?	

#9 YOUR "WOW" DELIVERY EXPERIENCE Delighting clients the #1 marketing strategy in the world	YOUR ANSWERS
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1. What's your bold promise to clients (result from working with you)? 2. How do you create “wow” moments? 3. Do you have a process for asking clients for referrals? 4. Rate your delivery experience (score from 0 to 10) <i>How consistently to we deliver on the outcome and create delighted clients?</i> 5. What do you think is in the gap to get to a 10? <i>How can we deliver more for our existing clients. can we retain them longer, do they have other challenges we can solve with other offers?</i>	
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#10 YOUR CREDIBILITY AMPLIFIER	YOUR ANSWERS
Getting your clients selling for you 1. Evidence: how do you leverage social proof from clients in your business currently? <i>Do you have a process for asking clients for reviews, testimonials, case studies?</i> 2. Network: how well known are you in your industry by your ICP? <i>How big is your network, how strong are your relationships?</i> 3. Influence: how strong is your reputation in your ICP's industry? <i>Are you considered an expert/authority/thought leader?</i> 4. Rate your current credibility (score from 0 to 10) 5. What do you think is in the gap to get to a 10? <i>How can we collect more and make them better?</i>	

PART 2 - YOUR SALES & MARKETING PLAN

YOUR ATM SALES & MARKETING SCORE	YOUR TOTAL SCORE (Out of 100)
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Add up your scores for each of the x10 assets above. What is your total score (out of 100)?	
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YOUR BIGGEST GROWTH OPPORTUNITIES	YOUR ANSWERS
Looking at your scores, what do you think are the key gaps/opportunities in your business?	