



## SUCCESS CODE ASSESSMENT

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Experience more success in your business! Reveal the true picture of where you are right now. Create the clarity and direction for both your life and your business.

The Assessment process provides you the opportunity to imagine what is possible for you and your business. You will discover your true potential during our complimentary Assessment.

To ensure a great one-hour call with one of our Success Code Coaches™:

1. Take the Assessment in an uninterrupted block of time.
2. Don't over analyze your responses.
3. There are no right and no wrong answers.

### Let's Get Started

**Name of Company:** \_\_\_\_\_

**Owner:** \_\_\_\_\_

**Other Owners:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Type of Business:** \_\_\_\_\_ **Years in Business:** \_\_\_\_\_

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| <b>Your Inner CEO</b> |
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1. Why did you start your business?

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2. Have you ever obtained assistance from a business coach? Y/N

3. What is your company structure?

C/S Corporation \_\_\_\_\_ LLC \_\_\_\_\_ Sole Proprietorship \_\_\_\_\_

4. Are your personal goals clear to you? Y/N

5. How many hours do you work in your company each week? \_\_\_\_\_

6. What percent of your time do you spend:

a. Selling? \_\_\_\_\_

b. Managing? \_\_\_\_\_

c. Planning? \_\_\_\_\_

d. Attending meetings? \_\_\_\_\_

e. Reviewing reports and financial data? \_\_\_\_\_

f. Dealing with personnel problems? \_\_\_\_\_

g. Doing technical work? \_\_\_\_\_

h. Other \_\_\_\_\_

7. How many vacation days did you take off from work the past 12 months? \_\_\_\_\_

8. Do you have a clear picture of how you want your business to serve your life? Y/N

9. Do you believe your business is organized so you can lead a balanced life? Y/N

10. Do you honor your daily/weekly/monthly calendar? Y/N

## Your Inner COO

1. Do you have a Profit & Loss Statement (P&L) and Balance Sheet prepared monthly? Y/N
2. How soon after the end of each month do you see your Financial Statements? \_\_\_\_\_
3. Do you operate with an annual budget? Y/N
4. Do you have written company goals and plans for the company? Y/N
5. Do you have regular management meetings? Y/N
6. Of your employees, how many are in:  
 Sales \_\_\_\_\_ Marketing \_\_\_\_\_ Finance \_\_\_\_\_ Customer Service \_\_\_\_\_ Operations \_\_\_\_\_
7. What do you consider to be your biggest personnel problem?  
 \_\_\_\_\_
8. What are the top three items necessary to improve the company's performance?
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_

## Your Inner CMO

- 1) Do you have a well-defined marketing plan? Y/N
- 2) How do you define your typical customer?  
 \_\_\_\_\_
- 3) What was your total number of sales transactions last year? \_\_\_\_\_
- 4) Do you have a systematized sales process? Y/N
- 5) Do you receive daily, weekly, and monthly sales reports? Y/N
- 6) How often do you review your pricing? Mo/SA/Annual
- 7) What system do you use for evaluating the effectiveness of your advertising?  
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**Becoming the CEO of Your Life**

1. What would you like your company to become in the next 3 to 5 years?
2. What are the major obstacles standing in your way?
3. If the business were operating just as you describe it, what would you get out of it?
4. What would be your role in the business?

**Congratulations, you have just taken the first step in becoming the CEO of Your Life.  
Please email or fax your completed Success Code Assessment to:**

**[info@JeffBurrows.com](mailto:info@JeffBurrows.com) Or Fax to: 440-756-0717**

**Upon receipt, we will contact you within 48 hours.**