



## Discovery and Diagnosis Snapshot™

### *About This Workshop...*

It's time to focus on you and your business right now! So in this workshop, we'll be getting you unstuck in your business. We'll be doing a live audit of your business to uncover exactly what needs to change to grow your business in 2023 with more ease.

We'll be getting to where you need to go in the most efficient way possible.

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### **Describe your business, revenue model and customers 00:17:20**

It's time to work ON your business!

**Describe your business and current revenue model in a few short sentences.**

What do you do? How do you do it? What are you selling? What's your



business/revenue model? Ultimately, what are all the ways you make money?

### **Describe your perfect customer in a few short sentences.**

Now let's get into your perfect customer.

Your vibe will attract your tribe. They relate to you and where you're coming from. Some people might not be the perfect people for you - and you don't want these people in your world.

So who are your perfect customers? Who are you serving and what are their problems? What kind of people do you want to work with?

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## **Your brand statement 00:22:55**

It's time to talk about who you are.

If I asked you right now, "what is the elevator pitch for your business" - would you be able to answer me?

The reason why a lot of businesses are struggling this year is because they are too broad. If you are too broad, there are a lot of barriers to your success. BUT if you niche down, you get to stand out more. And that niched-down approach allows you to use the language your perfect people will relate to. And so you will attract your perfect people.

This makes everything easier! It will be easier for you to grow your business, make sales, and market what you do.

**Here is the Youpreneur brand statement:** *I help people become the go-to leader in their industry and build a future-proof business.*

**Benefit:** I help people become the go-to leader in their industry.

**Outcome:** Build a future-proof business.



And you can use this brand statement wherever you want! This is one of the most important things you will ever work on.



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## Your last 6 months in business 00:29:30

You may not know these metrics off the top of your head, so make some time to get those numbers.

Remember - the numbers never lie! And as a business owner you need to be on top of this.

### **What is your total revenue over the last 6 months?**

I'm not talking about just profit - this is how much money has come into your business. From products and services, etc.

### **As a percentage, how much of your revenue came from online sales?**

From those sales, roughly what percentage has come from online sales? And if it's zero, don't worry! We'll help you out with this over the coming days.



### **What were your total costs in the last 6 months?**

How much money have you spent? And on what?

### **What are your top three cost sources currently?**

It's important to stay on top of this. You need to know where your money is going.

### **How many email subscribers do you currently have?**

If you're just getting started, don't worry! We'll help you with this. But remember, the health of your business is directly linked to the health of your email list.

### **What are your 3 biggest traffic sources currently?**

For example, your website, landing pages, social media channels, email list, Google searches... And what's the percentage for each?

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## **Your biggest struggles as an entrepreneur 00:34:20**

Here are some questions I'd like for you to answer.

### **What are your biggest struggles as an entrepreneur?**

### **What are you worrying about, and keeping you away at night?**

### **What is stopping you from chasing your dreams and hitting your goals?**

### **And what have you been dealing with on a daily basis that you need to delegate to others?**

This is paramount to growing a sustainable business. You need to stay in your zone of genius and delegate what we aren't good at or don't enjoy. This avoids burn out as well as leaving money on the table. So ask yourself - what can you delegate?

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## Stop, Stay, Start Audit™ 00:36:50

You can think about tactical pieces but don't forget mindset as well - this is just as important.

### **STOP**

Write down all the things you've been doing that aren't working in your day-to-day role as a business owner.

*For example* - daily social posts but they are getting no engagement, doing your own accounting/bookkeeping, creating free content, or maintaining a full time job alongside running your own business.

### **STAY**

All the things that are working and you feel really good about. But ask yourself, is it in your zone of genius or do you need to delegate it?

*For example* - a podcast that brings in amazing traffic and drives sales, personal outreach, networking, brand collaborations.

### **START**

What do you feel is missing from your business? Have you been putting anything off that you know you need to start doing?

*For example* - creating more revenue-generating opportunities like digital products, building your email list, growing your online presence, writing a book, outsourcing what you can, increasing your confidence and self-belief.

### **What are the non-negotiables that you need to put into play in order to make all of the stop, stay and start things happen?**

*Personal care examples* - chiropractic adjustment every month (I had back surgery a few years ago!), a monthly massage... if I don't look after myself I can't look after my clients.

*Business examples* - I don't touch my phone until I sit down to work. It means I can be present for my family. And I don't touch my emails until lunchtime -



I'm best at creativity in the mornings.

## Roadmap homework 00:47:40

Before tomorrow's workshop, I have some homework for you...

Between now and tomorrow, look at the 6-figure roadmap below and highlight a few things that are missing from your current business.

### THE 6-FIGURE YOUPRENEUR ROADMAP™

YOUPRENEUR  
INCUBATOR

	BUILD	MARKET	MONETIZE
<b>\$7-10k</b> MONTHLY	<ul style="list-style-type: none"> <li>EXPAND TEAM <input type="checkbox"/></li> <li>LAUNCH NEW CHANNEL <input type="checkbox"/></li> <li>BOOST YOUR PRODUCTIVITY <input type="checkbox"/></li> </ul>	<ul style="list-style-type: none"> <li>AMPLIFYING BY SPEAKING <input type="checkbox"/></li> <li>LAUNCH A BOOK <input type="checkbox"/></li> <li>ECOSYSTEM OPTIMIZATION <input type="checkbox"/></li> </ul>	<ul style="list-style-type: none"> <li>MAX-OUT YOUR NUMBERS <input type="checkbox"/></li> <li>CLOCKWORK PRODUCT™ <input type="checkbox"/></li> <li>RUN VIRTUAL EVENT <input type="checkbox"/></li> </ul>
<b>\$5-7k</b> MONTHLY	<ul style="list-style-type: none"> <li>HIRE YOUR FIRST VA <input type="checkbox"/></li> <li>LAUNCH PAID ADS <input type="checkbox"/></li> <li>EXPERT GUEST BLUEPRINT™ <input type="checkbox"/></li> </ul>	<ul style="list-style-type: none"> <li>SUPER-CHARGE EMAIL MARKETING <input type="checkbox"/></li> <li>THE POWER OF GOING LIVE <input type="checkbox"/></li> <li>SURVEYING YOUR COMMUNITY <input type="checkbox"/></li> </ul>	<ul style="list-style-type: none"> <li>P2P PLUS™ 2.0 <input type="checkbox"/></li> <li>CHAMPION PRODUCT™ <input type="checkbox"/></li> <li>WIN WITH WEBINARS™ <input type="checkbox"/></li> </ul>
<b>\$3-5k</b> MONTHLY	<ul style="list-style-type: none"> <li>WELCOME EMAIL FUNNEL <input type="checkbox"/></li> <li>LAUNCH FACEBOOK GROUP <input type="checkbox"/></li> <li>MEDIA COMPANY MINDSET™ <input type="checkbox"/></li> </ul>	<ul style="list-style-type: none"> <li>CONTENT SUPERPLAN™ <input type="checkbox"/></li> <li>10X YOUR CONTENT <input type="checkbox"/></li> <li>WEEKLY EMAIL DIGEST <input type="checkbox"/></li> </ul>	<ul style="list-style-type: none"> <li>YOUPRENEUR ECOSYSTEM™ <input type="checkbox"/></li> <li>PILOT PRODUCT™ <input type="checkbox"/></li> <li>P2P PLUS™ <input type="checkbox"/></li> </ul>
<b>\$0-3k</b> MONTHLY	<ul style="list-style-type: none"> <li>YOUPRENEUR STATEMENT™ <input type="checkbox"/></li> <li>IDEAL CUSTOMER AVATAR <input type="checkbox"/></li> <li>BUILD YOUR ONLINE PRESENCE <input type="checkbox"/></li> </ul>	<ul style="list-style-type: none"> <li>GROWING YOUR EMAIL LIST <input type="checkbox"/></li> <li>EVERGREEN CONTENT STRATEGY <input type="checkbox"/></li> <li>DISCOVER AUDIENCE NEEDS <input type="checkbox"/></li> </ul>	<ul style="list-style-type: none"> <li>MONETIZATION OPTIONS <input type="checkbox"/></li> <li>AFFILIATE PARTNERSHIPS <input type="checkbox"/></li> <li>1-1 POWER HOUR™ <input type="checkbox"/></li> </ul>

And start thinking about what your business will look like in 12 months from now.

This is time to get excited about your business!! We are going to achieve amazing things during these workshops.