

This resource has been created as a free gift for Perth Fitness Professionals who are interested in the 2024 Perth Fitness Business Summit.

It allows you to assess your business in a range of categories, all of which will be worked on at the summit.

Learn more about the Perth Fitness Business Summit at perthfitnessbusinesssummit.com.au

Dan Williams

Lifestyle Design



Business Self Assessment



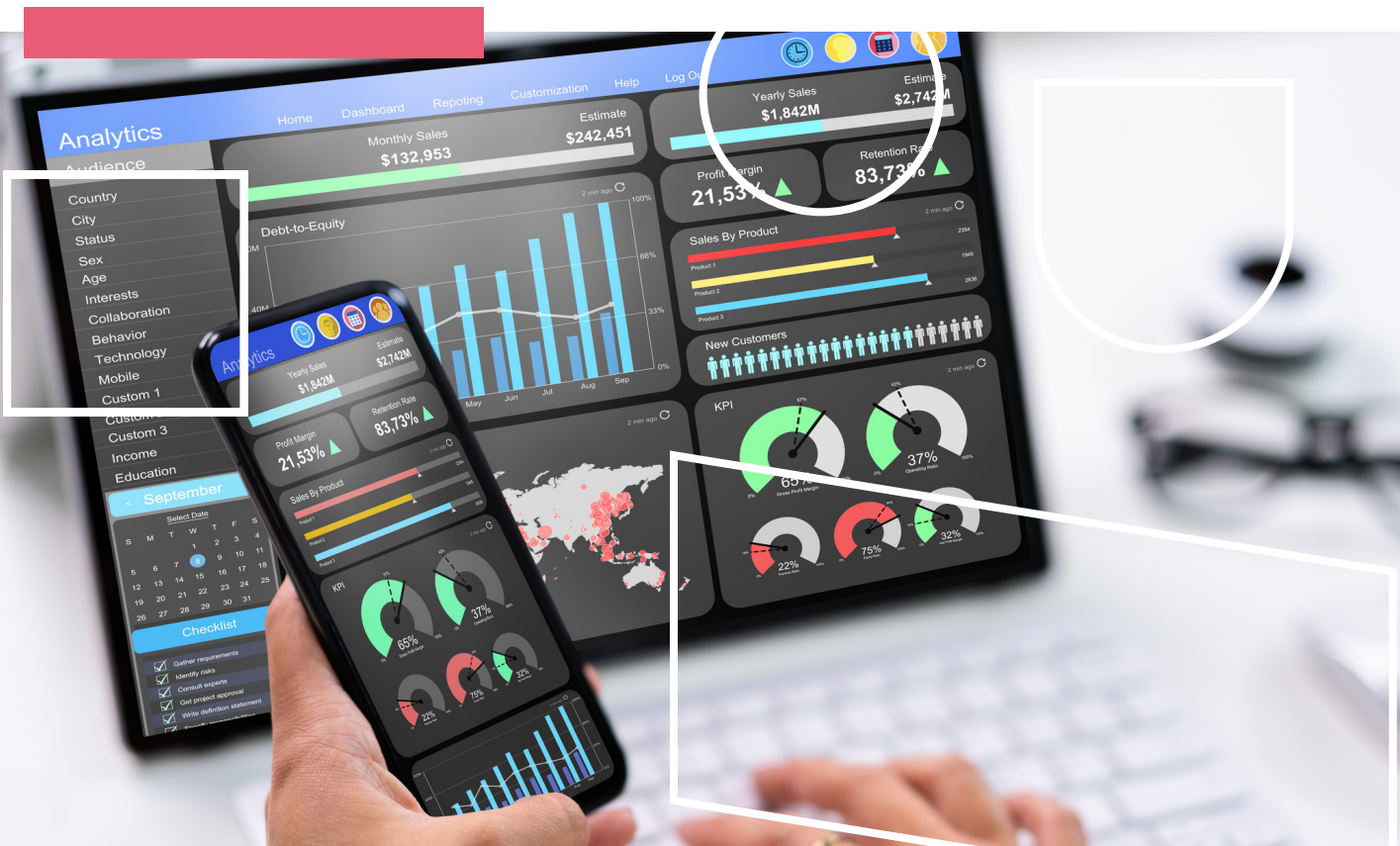
How well does this describe your business?

I have intentionally designed a life that my business can support. My business exists to make my life better (not the other way around). I am excited about my life. I have planned key elements of each day, week, month and year to ensure I'm prioritising the actions that contribute to my ideal life. I understand that I have the power to influence my life, and actively make changes to improve it. I don't just plan for the future, but implement these elements of my life immediately. While I know that I'll need to work hard to achieve the business that will support my desired life, I'm positive about the hard work and optimistic about the results of this work.

This description defines a '10/10' for this element of your business.



Key Performance Indicators



Business Self Assessment



How well does this describe your business?

Key Performance Indicators: I have a comprehensive list of key performance indicators that allow the measurement of all business numbers, including finances, marketing, client acquisition, service use, product sales, revenue, profit and loss etc. I measure and track these numbers on a monthly basis, link any changes with changes in business operations, identify bright spots and opportunities for improvement, and take action based on the medium and long-term trends in the metrics.

This description defines a '10/10' for this element of your business.



Culture and Core Values



Business Self Assessment



How well does this describe your business?

Culture and Core Values: I have a well defined set of core value statements that have been established through a thorough consultation process with clients, staff (if applicable) and management. Each core value has both a position statement and a list of examples of how this core value can be undertaken within the business. The core values have been officially launched to my people, and I am undertaking initiatives to both promote the core values, and acknowledge those people who embody them. These core values are used on a daily basis to inform and guide all actions, behaviours and decision within the business. Each core value has a series of systems - recurring and scheduled tasks that are consistently undertaken on a daily, weekly, monthly and yearly basis.

This description defines a '10/10' for this element of your business.



Unique Selling Proposition



Business Self Assessment



How well does this describe your business?

Unique Selling Proposition: I have a well defined unique selling point that differentiates my business from all others. This statement defines what it is that I do better than other businesses within the same space, why my current clients choose to continue to be a part of the business, and why future clients should become a part of the business. I undertake strategies to double-down on this USP, and am also conscious of any blind spots that are neglected as a result of a focus on this USP. I structure my marketing and branding around the USP.

This description defines a '10/10' for this element of your business.



Roles



Business Self Assessment



How well does this describe your business?

Roles: I have a clear break-down of all of the roles that encompass my business, with both a succinct description of each, and a list of key competencies for that role.

This description defines a '10/10' for this element of your business.



Tasks



Business Self Assessment



How well does this describe your business?

Tasks: I have a detailed list of all the tasks that are undertaken in the business (and need to be undertaken to build a business that matches the long term direction of the business). Each task is allocated to one of the roles within the business.

This description defines a '10/10' for this element of your business.



Business Systemisation



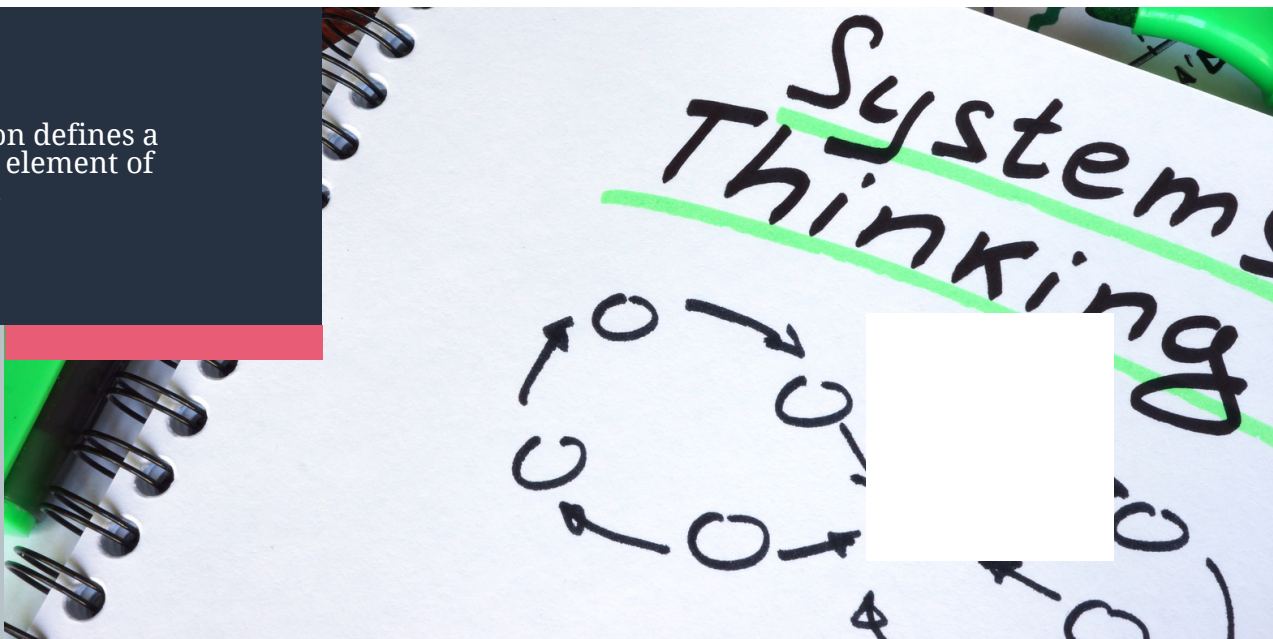
Business Self Assessment



How well does this describe your business?

Business Systemisation: I have a fully systemised business, with all relevant tasks being completely automated. I have checklists and processes for every repeated task in the business. I have allocated each task to be 'systemised and automated', 'delegated', or 'systemised and recurring scheduled'. My business is systemised to the point that the majority of my time is spent working on the business (business innovation, creativity, growth and development), not in the business.

This description defines a '10/10' for this element of your business.



Avatar



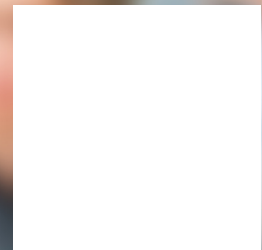
Business Self Assessment



How well does this describe your business?

Avatar: I have a highly detailed documentation of the avatars that my business services, including breakdowns on demographics, relationships, dwelling, occupation, education, values, personality, spending habits, content consumption, future goals in all areas of life and roles in purchasing decisions. In addition, for each avatar, I have an indication of their level of awareness, and a detailed summary of their pain points. I use this avatar to help determine the product, experience and service offered in my business. My marketing is specifically constructed to fit my avatars.

This description defines a '10/10' for this element of your business.



Website



Business Self Assessment



How well does this describe your business?

Website: I have a professional, functional website with a great user experience. The website forms the central hub for my current and potential clients, serving as both a marketing destination, and an educational hub. The website is constructed in such a way as to maximise organic traffic through search engine optimisation. The website has separate landing pages with easy calls to action (including low-friction methods of contacting my business) for the various services offered by my business. The website is not focussed around 'what' I do, but 'who' I help, and 'how' I help them. It causes potential clients to take action.

This description defines a '10/10' for this element of your business.



Content Marketing



Business Self Assessment



How well does this describe your business?

Content Marketing: I regularly and consistently provide high quality, valuable content in multiple forms of media (written, video, image, audio) which is distributed through multiple platforms. I leverage a single piece of content onto numerous form of media and numerous platforms. I am active in the distribution of this content onto multiple social media platforms, as well as video-based platforms (YouTube etc.) and text-based platforms (Medium, LinkedIn etc.) My content positions me as an expert in solving the problems of the business' avatars. I am considered the 'go-to' expert in my niche as a result of the content I produce.

This description defines a '10/10' for this element of your business.



Social Media Documentation



Business Self Assessment



How well does this describe your business?

Social Media Documentation: My business is highly active through 'short term documentation' content on social media, using channels like Instagram and Facebook stories. The business posts daily content to these channels which acts to give potential clients a 'window' into my business and to provide a method of building culture by celebrating the achievements and successes of current clients. In addition to 'short term documentation' through Instagram and Facebook stories, I regularly feature client success stories, using a 'hero's journey' narrative to document their journey with the business. 'Live' social media channels are also used to share 'real time' day-to-day operations. I then leverage all short-term content into longer-term documentation. All social media documentation features clients that match my target avatar, and shows them benefitting from the unique selling points of the business to overcome the common pain points of that avatar.

This description defines a '10/10' for this element of your business.



Micro-Influencer Marketing



Business Self Assessment



How well does this describe your business?

Leveraging Client Content: I have systems in place to encourage and incentivise the clients of my business to create and document their own journey and experiences within the business. I leverage this content through the business' social media channels.

This description defines a '10/10' for this element of your business.



Email Marketing



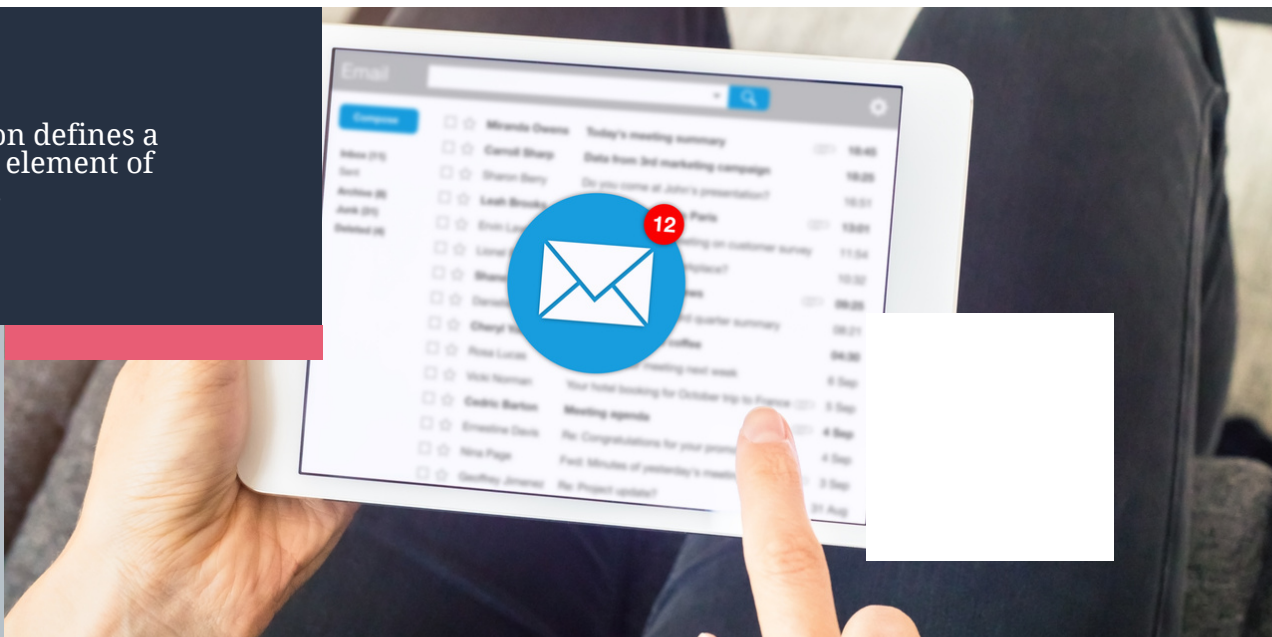
Business Self Assessment



How well does this describe your business?

Email Marketing: I have a comprehensive email network of current, past and potential clients. I regularly and consistently send email newsletter to both current clients, and my wider email network - with content focussing on solving the pain points of my avatars. I also use these email lists for a small amount of sale/promotional type materials, but the bulk of communications exist to add value. In addition, I use my email database to create targeted social media advertising through Facebook custom audiences.

This description defines a '10/10' for this element of your business.



Referral Process



Business Self Assessment



How well does this describe your business?

Referral Process: I understand that an amazing client experience is the best form of marketing there is, and my business has a very high retention rate. I capitalise on this experience by having a structured and systemised process for referrals, with options for both people who prefer an incentivised program, and those who don't. I have a simple referral process for current clients, and all the clients of the business know about the referral program, how to use it, and the process their friends will go through once referred. I have marketing running to current clients to ensure that the referral system remains front of mind.

This description defines a '10/10' for this element of your business.



Promotions and Tactics



Business Self Assessment



How well does this describe your business?

Promotions and Tactics: My business does not rely on short term promotions and tactics as a major source of client acquisition. The marketing strategy is proactive, not reactive (i.e. I don't 'panic' and use short term strategies when the business KPIs are down). While long term strategies form the mainstay of branding and marketing, the business does use a small number of short term strategies for irregular boosts in client numbers.

This description defines a '10/10' for this element of your business.



Offline Marketing



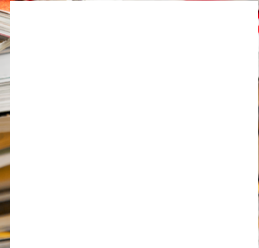
Business Self Assessment



How well does this describe your business?

Offline Marketing: Although the majority of branding for the business is in the form of digital marketing, we do employ a small (but consistent) number of 'old school' offline strategies to ensure that the sources of client acquisition are diversified as much as possible.

This description defines a '10/10' for this element of your business.



The Macro Client Experience



Business Self Assessment



How well does this describe your business?

The Macro Client Experience: I understand that the product my business sells is not a service or an outcome, but an experience. I have a highly systemised client journey in place, that begins when a potential client first becomes aware of the business, and ends no less than 36 months after they become a paying client. As part of this journey, all initial and ongoing communications are systemised and automated (including the use of an automated email chain), the initial meeting is pre-planned with a very high conversion rate, the initial sessions are systemised and designed to build long term clients. I have a client departure process in place, with an exit interview. The results of this interview are actioned to ensure the experience improves over time.

This description defines a '10/10' for this element of your business.



The Micro Client Experience



Business Self Assessment



How well does this describe your business?

The Micro Client Experience: I understand that although the long term client experience is what keeps people coming back, it's important to also systemise the 'micro product' - the consistently high daily service my clients receive as part of my key product offerings (group fitness, personal training, semi private training etc.). There is a predictable and replicable daily experience, and the clients are well drilled and disciplined in following this process to ensure the experience is maximised. I have both a 'micro experience' checklist and a self-reporting system in place to ensure that the highest standards are adhered to. Throughout the micro experience there are key 'moments' or peaks in experience that are unique and special to my business.

This description defines a '10/10' for this element of your business.



Client Surveys



Business Self Assessment



How well does this describe your business?

Client Surveys: I have a systemised process in place for consistent 'client to business' communication. This includes both regular informal 'check ins', and less regular formal surveys. I have steps in place to publicly address the feedback, and there are measurable and noticeable changes that occur as a result of it. My clients know that their feedback will be swiftly addressed.

This description defines a '10/10' for this element of your business.



Staff Development



Business Self Assessment



How well does this describe your business?

Staff Development: Regardless of the number of staff in the business (including sole traders), I invest heavily in staff development - knowing that staff are the front line of the business. I have a regular and ongoing staff professional development program in place to increase the expertise and service the staff provide to maximise the client experience. I hold my staff to a very high standard and act quickly to correct any issues that may arise. In addition, I have a structured hiring process in place for new staff, including a system for staff induction. I show high levels of care for all staff, and they highly enjoy working within the business. I regularly meet with staff to encourage open communication. As a leader in the business, I take accountability for all events and outcomes, and know that any staff faults are in fact, my own.

This description defines a '10/10' for this element of your business.



Personal Organisation and Productivity



Business Self Assessment



How well does this describe your business?

Personal Organisation and Productivity: I have a well structured and systemised personal productivity system that allows very high levels of organisation within the business. I am intrinsically motivated to build the business I desire, and stick to self-imposed deadlines and commitments. I outsource project management to technology-based programs to ensure clarity of mind, and that I have mental bandwidth to be creative and solve problems. I have systems in place that allow for productivity over time scales ranging from hours to years. I have an efficient weekly schedule that allows for focussed blocks of time for tasks like deep work (working on the business), shallow work (working in the business), content creation, content consumption etc.

This description defines a '10/10' for this element of your business.

