

Business Development Self-Assessment

# 10 Questions to Ask Yourself to Grow Your Business

When you want to grow your business, the first step is to assess where you currently are. These 10 questions, which we use with our private coaching clients, will help you get a handle on the state of your business right now, and identify areas you can focus on to make your business development process stronger so you can get more clients.

### 1. Have you identified your ideal clients - and can you describe them in detail?

*When you're clear on who you're selling your services to and what their key problems are, you'll have a much better understanding of who you want to meet and how to talk with them in a way that's relevant to them. It also helps you identify who is **not** a good prospect for you, so you don't waste your time.*

### 2. Do most of your friends and colleagues know who these ideal clients are?

*Your best leads come through people you already know. Make it easy for them to refer you by sharing with them what kinds of people you work best with and how they can identify potential moments to refer you (for instance, when someone says, "I'm drowning in paperwork - I wish I could get more organized" or perhaps "I'm not getting along with my cofounder and I'm not sure how to fix it.")..*

### 3. Do your website, LinkedIn and other marketing materials showcase you in a way that's relevant for your clients?

*Many professionals who transition into coaching have a wonderful corporate background. However, they sometimes simply list out their past jobs without making the clear link to how all of their past experiences transfer into being an excellent coach.*

#### 4. Do you regularly ask your existing clients for referrals?

*Your best source of leads are the people who already know how you can serve others through their personal experience. Your clients need to know that you welcome their referrals. For example, you could say "By the way, I am free to add a few new clients right now, so if any of your colleagues or friends are interested in coaching, I'm happy to discuss that with them."*

#### 5. Do you have a clear networking strategy that you put into action every month?

*In addition to your clients and your existing friends and colleagues, the new people you meet are an important referral source. Make sure you have a consistent plan to add new people to your network. For example, you may decide to ask 5 friends and colleagues per month to introduce you to interesting new people who are similar to those you'd like to coach, or you could join a professional group which meets weekly or monthly.*

#### 6. When you're speaking with a potential client, do you feel comfortable both 1) building rapport and trust with them; and also 2) shifting the discussion to how you might engage in a coaching relationship?

*Great initial conversations with a prospect should help you build rapport, understand their needs, and bring them to the conclusion that you can help them. And that they should hire you! Everyone has a different style and you should find the formula that works for you.*

## 7. Do you know what you charge for each kind of service you offer and have templates to easily send contracts?

*Sometimes coaches have trouble selling because they themselves aren't quite sure how to structure their offer or how much to charge. If you don't know what to do once someone is interested in working with you, it will cut down on your joy in finding new clients. Do the work to figure out a few packages you can offer, how they are priced, and have contract templates ready to go.*

## 8. Do you have business goals around either the number of clients you'd like to have, or the amount of revenue you'd like to generate?

*A clear goal helps you organize your time and focus your efforts. It also lets you know when you need to do more work and when you can stop working.*

## 9. Have you broken down your goals into clear and achievable activities for each week/month/quarter?

*Wise people have said "a goal without a plan is a dream." Once you have a goal, you can break it down into quarters, and then months and then weeks, to make sure you're taking the right consistent action leading to your goal.*

## 10. Do you have a positive mindset?

*It's a simple fact: people will turn you down. People won't get back to you. You'll have days and even months where you feel like you're not gaining traction. You'll make mistakes. But by cultivating the right self-care, community, and strategies around you to help keep you upbeat, you'll have created the mindset you need to keep going through the tough times.*

Take a look at your answers. Where are you strong and where do you need to focus more? Write down one specific step you plan to take in the next 48 hours to improve your business development process, and move one step closer to a sustaining thriving business.

We're cheering you on!

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