

BUSINESS ASSESSMENT - FINANCIAL		1= YES/ 0= NO or NOT SURE
1	Do you know your average monthly sales and financial goals?	0
2	Do you measure revenue weekly?	0
3	Do you analyze revenue by service AND by provider?	0
4	Do you have staff bonus structures?	0
5	Do you review expenses quarterly?	0
6	Do you have 3 or more key initiatives to increase net profit?	0
7	Is your marketing percent of revenue between 5% and 15%?	0
8	Is your labor cost of goods less than 25%?	0
9	Is your net profit above 20%?	0
10	Do you know your marketing ROI?	0
FINANCIAL SCORE		0
BUSINESS ASSESSMENT - OPERATIONS		1= YES/0= NO or NOT SURE
1	Do you have written job descriptions for all staff?	0
2	Do you do quarterly reviews?	0
3	Do you hold regular weekly staff meetings?	0
4	Do you have individual compensation plans for each staff member?	0
5	Do you do monthly inventory and adjustments?	0
6	Do you have more long-term employees than new employees?	0
7	Do you provide staff free treatments?	0
8	Do you pay retail commission?	0
9	Does your staff know your mission or vision?	0
10	Are you utilizing vendors to increase monthly profit?	0
OPERATIONAL SCORE		0
BUSINESS ASSESSMENT - MARKETING		1= YES/ 0= NO or NOT
1	Do you have a website?	0
2	Is your site mobile enabled?	0
3	Is your phone number on top of page, large, bold and clickable?	0
4	Are your social media links on the top of page and do the links work?	0
5	Have you been on your own site in the past month?	0
6	Do you email clients specials on a weekly basis?	0
7	Do you use Cross Promotions INSTEAD of Discounting?	0
8	Do you use technology to respond to new leads with 15-30 minutes?	0
9	Do you do a monthly promotion on your homepage to get new leads?	0
10	Is your social media (FB, IG, TikTok) growing more than 20% annually?	0
11	Do you implement monthly social media contests and post 2-3X weekly?	0
12	Do you have a goal with your social posts? (share, comment, tag or like)	0
13	Does your practice have more than one social media account?	0
14	Do you regularly post Vlogs or Blogs to your website and social media?	0
15	Do you use Google Insights or other monthly analytics reports for online systems?	0
16	Do you know your cost per lead?	0
17	Do you know your practice closing ratio?	0
18	Do you know how many consultations you need per month to hit your goals?	0
19	Have you invested in paid ads on Google for new leads?	0
20	Have you invested in paid ads on social media for new leads?	0
21	Is your website created for Search Engine Optimization (SEO)?	0
22	Do you have your own before and after photos on your website?	0
23	Do you have your patients sign a photo relase form?	0
24	Do you have an annual marketing plan?	0
25	Do you do sales events instead of open houses and are you familiar with difference?	0
TOTAL MARKETING SCORE		0
GRAND SCORE		0
BENCHMARKING - How are you doing?		SCORE
WOW - YOU SHOULD TEACH THIS STUFF! CONGRATULATIONS!		35-45
AVERAGE - WE CAN ROCK THIS PRETTY QUICKLY		25-34
OUCH - WE NEED TO GIVE SOME ATTENTION ASAP		0-24