

# Profits Pyramid Initial Questionnaire



Before we start the Profits Pyramid program we need you to complete this very important questionnaire asking you questions about your business. This not only assists us in helping you get better results because we get a better understanding of where you are at, but it also helps you to get clarity for yourself on many aspects of your business.

**This questionnaire is a very important part of the Profits Pyramid Program so please set aside 30 minutes to complete the questionnaire as fully and accurately as possible.**

The information that you provide in this questionnaire is confidential and we will only use this to help you create the results that you want in your business and life.

## BASIC INFO

<b>Name</b>	
<b>Business Name</b>	
<b>Mobile Phone</b>	
<b>Daytime Landline</b>	
<b>Email</b>	
<b>Skype</b>	
<b>Website</b>	
<b>Facebook Page</b>	



**YOUR BUSINESS**

**Who are you selling to? Who is your target market or ideal client?**

Note: If you have different target groups then list the different groups (eg. a personal trainer might target women who are over 50 wanting to get fit and might also target busy mothers who have little time)

**What makes people buy off you? What makes you different and unique from your competitors?**

**How many clients do you currently have? Or how many clients do you currently have on average per month?**

**How many staff do you currently have?**

<b>YOUR INCOME</b>		
<b>What is your current Revenue, Expenses and Salary that you are paying yourself in your business and what do you want all of those to get to (desired)</b>		
	<b>CURRENT</b>	<b>DESIRED</b>
<b>Business Revenue per month</b>		
<b>Business Expenses for a typical month (excluding YOUR salary / drawings)</b>		
<b>Your salary / drawings for a typical month</b>		
<b>Ideally when would you like to achieve those desired amounts by?</b>		

<b>YOUR MARKETING AND SALES</b>
<b>What marketing are you currently doing? What is working well and what is not?</b>

**YOUR MARKETING AND SALES**

**How much are you currently spending on marketing and advertising in your business each month?**

**Where do the majority of your clients come from? (eg. referrals, networking, advertising, social media)**

**YOUR TIME AND SANITY**

**How many hours on average do you currently work per week?**

**What are the 3 tasks that take up most of your time in your business?**

<b>YOUR TIME AND SANITY</b>	
<b>What stresses you out the most in your business?</b>	
<b>What activities do you most enjoy doing in your business?</b>	
<b>How many holidays do you have per year?</b>	
<b>When was the last holiday you had? Or the last time you took time off work for more than a few days?</b>	
<b>What do you love spending time doing outside of your business? What hobbies do you have?</b>	
<b>Are you currently happy with how much spare time you have?</b>	YES or NO?
<b>How much exercise do you do per week?</b>	

**FINAL QUESTIONS**

**In your personal opinion what are the 3 biggest challenges that you face in your business right now?**

**What have you done in the past to shift your income and results?  
What worked? What didn't?**

**FINAL QUESTIONS**

**What is your IDEAL outcome that you want to achieve at the end of the Profits Pyramid Program?**

**Is there anything else you think is important for us to know or that you want to mention?**