

Floralpreneur® Self Assessment: First Quarter Check-In with Alison Ellis

It's essential to acknowledge that YOU are important to your business!

The goal is to evaluate the current state of your business and identify areas to work on. Be honest in your evaluation, then take a moment to color in the circle on the next page based on your self scoring. Finally, take a few minutes to brainstorm the 4 questions at the end!

On a scale of 1-5, with 1 meaning you are really struggling with this area and 5 meaning you are confident and “dialed in”, where are you with the following:

Self care

Developing as an entrepreneur, taking care of physical & mental health, finding joy in life:

1 2 3 4 5

Flower care and design skills

Creating beautiful designs and providing quality product:

1 2 3 4 5

Finances and Profitability

Understanding your current financial state and improving it:

1 2 3 4 5

Sales

Consistently closing quality clients:

1 2 3 4 5

Systems/Workflow Process

Creating clear steps to guide customers and processes that provide functionality:

1 2 3 4 5

Brand Voice

Consistently sharing your unique perspective and core values with clients:

1 2 3 4 5

Marketing

Promoting your offerings with an intentional strategy in a compelling way:

1 2 3 4 5

Leadership

Improving as a leader so that your business can grow:

1 2 3 4 5

People/Team Building

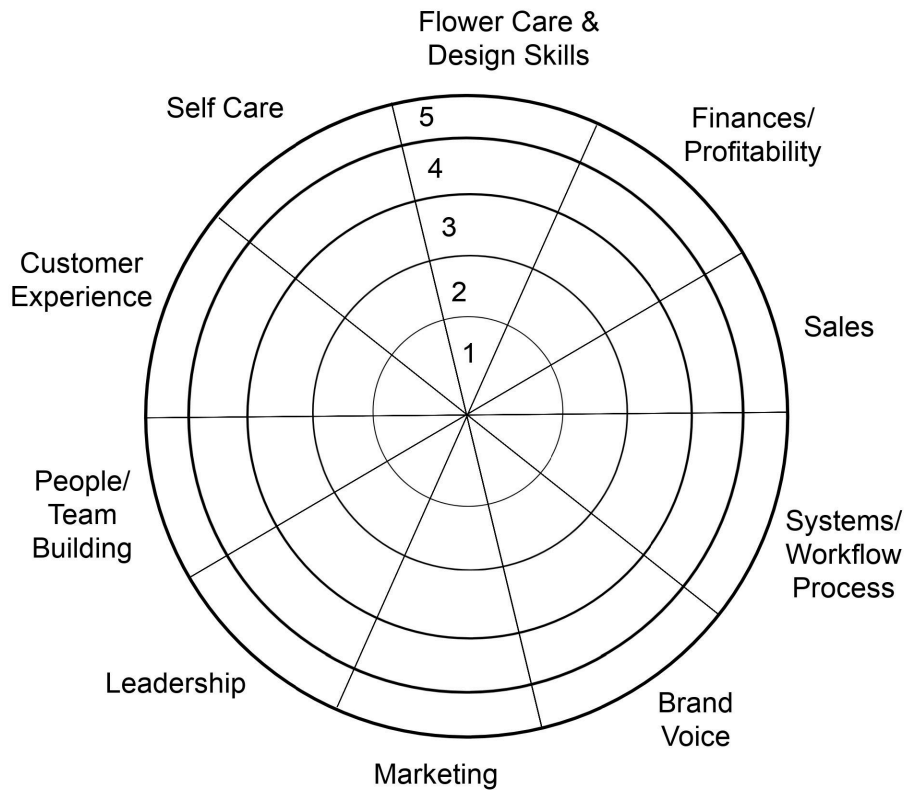
Curating a team that is excited about your brand and thriving in their positions:

1 2 3 4 5

Customer Experience

Leading clients through an exceptional experience with your company:

1 2 3 4 5



Now, grab a pen & paper, and take 10 minutes to brainstorm your next steps:

- Which area(s) will you focus on improving or growing this year?
- What are the benefits of working on yourself as a business owner?
- Which 1 area will you pick to level-up or improve in the next 30 days?
- How will your business be impacted for the better once you improve these areas?

If you'd like to chat or you have any questions, email Alison at info@realflowerbusiness.com