

DOES YOUR BUSINESS MAKE "CENTS" ?

Ensure your business makes CENTS (Control, Entry, Need, Time, and Scale) to build a thriving business for the long-term. These are checkpoints as you build your business and are also helpful to revisit when you review how things are going.

01

CONTROL

DOES YOUR BUSINESS HAVE A SINGLE POINT OF FAILURE? IF ONE THING GOES AWRY - SUPPLY CHAIN ISSUE, CLIENT CANCELLATIONS - CAN YOU CONTINUE?

02

ENTRY

WHAT AMOUNT OF TIME, SKILLS, MONEY, AND SO ON WILL IT TAKE (OR DID IT TAKE) TO START?

03

NEED

WHAT PROBLEM ARE YOU SOLVING FOR PEOPLE? WHAT IS YOUR UNIQUE SELLING PROPOSITION (USP)?

04

TIME

CAN THE BUSINESS OPERATE AND FUNCTION WITHOUT YOU? WHAT AMOUNT OF TIME ARE YOU WILLING TO GIVE VS. DELEGATING TASKS FOR OTHERS' TIME?

05

SCALE

IS YOUR PRODUCT LOW COST AND YOU CAN SELL IT HUNDREDS OF THOUSANDS OF TIMES (SCALE BY VOLUME) OR ARE YOUR TRANSACTIONS LARGE BUT FEW (SCALE BY MAGNITUDE)?