



# The 4 Stages of Business Development Worksheet

As you watch the video, use this worksheet to take notes and capture your answers to the key questions.

## Stage 1 – Creation

	YES	Sorta	NO
1. When I say what I do, do people respond with interest? Can they easily say, "That's me!" or "I know someone who should talk to you!"			
2. Do you have a clear way of offering what you do so that people want to sign up for/buy it?			
3. Do you have a price that is comfortable to offer and sustainable?			
4. When you talk to people who are interested in working with you/buying from you, and you can tell that what you do would help them, do they usually, more than 5 out 10, become clients?			

## Stage 2 – Concentration

	YES	Sorta	NO
1. Do you have a core message that walks people from feeling heard and seen for what's going on with them, all the way into why to hire you?			
2. Do you have a website that is clear and effective for first-time visitors to feel enough trust to come closer to you? One you enjoy sending people to?			
3. Do you have compelling content that helps others build trust and confidence in you as a go-to person in your field?			
4. Are you comfortable and effective at "getting out there" whether online or offline, in a way that feels in alignment for who you are and significantly increases your audience?			

## Stage 3 – Momentum

	YES	Sorta	NO
1. Do you have all 3 Journeys of marketing well-developed and smoothly running every month? (Reaching new people, staying in touch with your current audience, proactively asking for and supporting referrals.)			
2. Do you have a developed Garden Path of offers that encourages repeat business and sustainable profits?			
3. Have you implemented Heart-Centered systems that make your business efficient and relatively easy to run most of the time?			
4. Have you hired support people (not necessarily employees on payroll) so that all parts of your business run without you getting overwhelmed?			

**Based on your assessment, which stage of business are you currently in?**

**Notes:**

