



Tamada Learning, LLC

# Training for Local Small Business Owners

Increase Profits | Boost Sales | Improve Processes | Stronger Teams

# 10 Questions

# Local Small Business Owners

# Need to Ask

**For all the hardworking  
Local Small  
Business Owners**

**You are the backbone  
of every community!**

**Tammy Adams**

**[TrainingForSmallBusinessOwners.com](https://www.TrainingForSmallBusinessOwners.com)**

**Tamada Learning, LLC**

# How this eBook can Help your Business

Local small business owners are the backbone to our communities. However, far too often, way too many of you will disappear after only a few years if you even last that long. That is a sad reality.

Is it due to a lack of desire? Sometimes. Yet, some of you are on the other end of the scale. You will be victims of your own success and will ultimately possibly fail as well due to not having a solid plan in place to ensure you do not self-implode. Some of you will thrive and continue to dominate your market. Here is where I want all of you to land. The #1 goal is have everyone thrive!

**The vast majority of small business owners will fall into one of two camps:**

**Group 1 – Struggling.** Your business possibly just started. Maybe you have been open for business for a bit but sales & profits are slipping. Without a plan, you may fail in the next year or two.

**Group 2 – Surviving.** Your business is flat but you are able to pay the bills. You either are fine where you are with the business or you are frustrated because you want to take your business to the next level.

Both groups would benefit from diving into these 10 questions and developing a plan of attack. To evaluate where you are today. No excuses. An honest look at where you are today and where you want to go.



# Why Ask These 10 Questions



**So what do successful small business owners do to keep taking their business to new heights?**

Those that succeed tend to evaluate their business on a regular basis. They are asking themselves core questions about their business on a regular basis. Most ask a variation of these 10 questions that I'll introduce to you. Plus some supporting qualifier questions. Whether they do it annually or focus on a different area each month, the key is they just do it!

In this eBook we will walk through these 10 questions and how you will want to break them down even further to evaluate your business. For each question we will break down the who, what, when, where, why and how. You will look deeper into your business to identify key take a ways to jump start your sales and profits! We will look at your customers, your marketing, your team, leadership and few other core areas including your own personal development.

**You downloaded this eBook because you want to take your small business to the next level!**

***So let's get started!***



# How to Use this Guide

This eBook is meant to act also as guide. Not only will I share the 10 Questions that will help transform your business but also included are sheets you can print to jot down the findings you discover about your current business along the way.

You have two options. Option A is to just ask the 10 Questions on their own. However I suggest you go with Option B which is to dive deeper using the 6 qualifying questions to peel that onion back even more.

Each question is a great question on their own. So even if you stopped there you would impact your business. However to maximize your results, we will break down each question into smaller questions that are meant to help you build a solid gameplan to impact your business. Some of these qualifiers will expand on the main question and some will just help you dive in deeper.

I recommend you walk through all the questions and identify action items for each one. Then prioritize based off need. While you do not need to act on each item right away, focus on at least one area every month or so to start that forward momentum you are hoping for. Then make sure annually or bi-annually revisit your plan.

Please know these aren't the only questions you can or should ask. They are prying questions to get you going. In addition to this guide, we will continue to dive in even deeper on the website and discuss ideas, action items, best practices, etc.

***On to Question 1...***

# Question 1:

## Who is your target customer?

### Why is this question important?

None of us would have a business if we didn't have a customer or client to purchase or services or products. While our ego would like to think that everyone could use our services, not all can or will use you. They are coming to you for a specific need. Maybe it is a specific product or service.



### It is critical that you know who your target customer is.

For example if you are a plumber your target customer will be folks that have plumbing issue. However they also could be someone doing a remodel. You also don't go to the local ice cream shop looking for pizza. Nor would you go to your hair stylist for a toothache.

Most of the time though it is even more subtle. Bottom line is, you don't want to spend your resources targeting customers that just will not buy your product or service. For example, say you specialize in garage organization. Don't target neighborhoods with only carports. You are wasting your time and money.

Once you know who your target customer is, you need to understand their needs. Why are they seeking you out and how can you meet those needs? What are they needing from your business? From your employees?

**Let's break this question down into the why, who, what, when, where and how:**

# Question 1:

## Who is your target customer?

Let's Break It Down Even Further:

- Question #1**      **Who is your target customer?**
- WHY:**            **Why do they need your business?**
  - WHO:**            **Who are you not getting but should?**
  - WHAT:**           **What do they have in common?**
  - WHEN:**          **When do they use your business / products?**
  - WHERE:**          **Where do they go to find you?**
  - HOW:**            **How can you reach out to these potential customers and discover their needs?**

Each of these questions are meant to help you discover in more depth why your potential customer will seek you out. Discover what they need from you so you are providing what they need.

Make sure you eliminate any products or services that you do not need. Do not waste time or money on stuff your core target customer is not interested in. Or it could be that you aren't providing what they need and need to add it to your mix.

Are you casting too big of a net? Too small of one? Have you spoken to them about what you can do better? Talk to your customers. They will tell you what they need!

*Let's take a look at your current business...*

# Question 1:

## Who is your target customer?

### Let's Break Down Your Business:

#### Step #1: Stop & Think

Describe who you think your target customer is in 1 – 2 sentences:

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#### Step #2: Let's Dive in Deeper

Answer the 6 qualifying questions below. Do not try and make the answers "fit" what you are doing today. As they might not be the same:

**WHY:** Why do they need your business?

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**WHO:** Who are you not getting but should?

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# Question 1:

## Who is your target customer?

**WHAT:** What do they have in common?

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**WHEN:** When do they use your business / products?

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**WHERE:** Where do they go to find you?

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**HOW:** How can you reach out to these potential customers and discover their needs?

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### Step #3: Action Steps

Did you find your target customer was who you thought it was? What did you discover?

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# Question 2:

## How will you get more customers in the future?

### Why is this question important?

There are only three ways to increase your sales: Increase your customers, increase your dollar average or a combination of both.

In this section we will focus on increasing your customers and how you will focus on finding them.



### You will need to discover where your customers are going today

Where are they today? How can you get them to give you and your business a shot? What is keeping them away today? What types of marketing are you going to need? How can you reach them?

If you are a season business, are there key times of the year that are better than others? Do you do 50% - 75% of your business during the summer (landscapers for example) or maybe have a high businesses during holidays (like a flower shop).

Bottom line you will want a gameplan to put in motion to increase your customer count. What steps will you take? How will you measure it?

**Let's break this question down into the why, who, what, when, where and how:**

# Question 2:

## How will you get more customers in the future?

Let's Break It Down Even Further:

**Question #2**      **How will you get more customers in the future?**

- WHY:**      Why are your customers with your competitors?
- WHO:**      Who can help you? Resources available?
- WHAT:**      What are things you can do today, this year?
- WHEN:**      When are the key times of the year to target new customers?
- WHERE:**      Where are your customers today?
- HOW:**      How can you best reach your untapped customer base?

As you break this question down make sure you are looking where your customer is today and what you are going to need to do to convince them you are a better option. What can you offer that they can't?

Also, don't forget the customers that may have left you and your business. How can you get them back? What will it take? How do you address their concerns over why they left?

*Let's take a look at your current business...*

# Question 2:

## How will you get more customers in the future?

### Let's Break Down Your Business:

#### Step #1: Stop & Think

What is your current plan to get more customers in the future?

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#### Step #2: Let's Dive in Deeper

Answer the 6 qualifying questions below. Do not try and make the answers "fit" what you are doing today. As they might not be the same:

**WHY:** Why are your customers with your competitors?

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**WHO:** Who can help you? Resources available?

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# Question 2:

## How will you get more customers in the future?

**WHAT:** What are things you can do today, this year?

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**WHEN:** When are the key times of the year to target new customers?

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**WHERE:** Where are your customers today?

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**HOW:** How can you best reach your untapped customer base?

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### Step #3: Action Steps

After diving in deeper. How will you tweak your plan based off your findings? What did you discover? Do you need to make changes or shout any changes you will or have made? How will you take advantage of seasonal swings?

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# Question 3:

## What is your marketing plan?

### Why is this question important?

Just because you open your doors or hang your sign it doesn't mean that your customers or clients will find you. It is critical that you have a marketing plan.

Yes, even those of you that are part of a franchise! You are a local business. Don't expect a national brand to target your customer!

Please don't make the common mistake of thinking of marketing as just newspaper ads or flyers. In today's world, marketing is so much more!



### Marketing is...

- ✓Your branding
- ✓Social Media
- ✓Online Presence
- ✓Websites
- ✓Print
- ✓Decals on Cars
- ✓Word of mouth
- ✓So much more!

**Tip:** Don't try & use all of these. Pick 2 – 3 and do them well and consistently

**Bottom line is...**Your Marketing is how your message gets out to your clients.

**Let's break this question down into the why, who, what, when, where and how:**

# Question 3:

## What is your marketing plan?

Let's Break It Down Even Further:

**Question #3**      **What is your marketing plan?**

- WHY:**            Why are you not using certain methods?
- WHO:**            Who can help you?
- WHAT:**            What types of marketing have you used in the past? What got you the best return?
- WHEN:**            When are the best times to run seasonal ads?
- WHERE:**            Where are potential customer going today to find your services or products?
- HOW:**            How can you move them from there to you?

Marketing has so many components to it. In the future we will discuss various methods in more depth. The key is to first dive in and see what is working and what isn't. What is your competition using? Check with others who do what you do in other areas who are successful in other cities or states, what are they doing that you might be able to mirror?

Each of your businesses are unique. The folks to emulate are those similar to yours. What do they swear by? Also, money is tight, I get it, so take full advantage of FREE or low cost marketing like Facebook community pages, Free WordPress websites, or something as simple as excellent customer service and word of mouth!

***Let's take a look at your current business...***

# Question 3:

## What is your marketing plan?

### Let's Break Down Your Business:

#### Step #1: Stop & Think

What is your current marketing plan? What is working and what isn't?

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#### Step #2: Let's Dive in Deeper

Answer the 6 qualifying questions below. Do not try and make the answers "fit" what you are doing today. As they might not be the same:

**WHY:** Why are you not using certain methods?

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**WHO:** Who can help you? Resources available?

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# Question 3:

## What is your marketing plan?

- WHAT:** What types of marketing have you used in the past?  
What got you the best return?

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- WHEN:** When are the best times to run seasonal ads?

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- WHERE:** Where are potential customer going today to find your services or products?

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- HOW:** How can you move them from there to you?

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### Step #3: Action Steps

Re-evaluate your marketing plan. What do you need to add? Stop doing?  
Can social media help? Facebook page? Website update?

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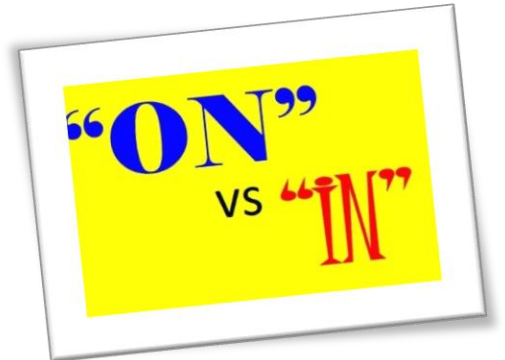
# Question 4:

## How can you find more time to work “on” your business vs “in” your business?

### Why is this question important?

If you spend 100% of your time working “in” your business you just own your job. Real businesses owners spend a good amount of time working “on” their business.

It is critical that you are finding ways to work “on” your business! The good news is, by using this eBook and doing the exercises you are doing just that!



### Time is Not Your Friend...

I get it. There isn't enough time in the day to get all the things done you need to never mind carving out even more time to work “on” the business.

Let's start with the understanding that you don't have a choice if you want to succeed. From there we can find ways to streamline your business. To delegate. Find help. Find wasted time.

The key is to look at where you are wasting time today. Maybe it is your drive? Or having to go back and forth to Home Depot for parts? Maybe it is because you are understaffed or you have a poorly trained staff? Wasted time is there, you just need to find it!

**Bottom line...** You work hard. Now lets work smarter!

**Let's break this question down into the why, who, what, when, where and how:**

# Question 4:

## How can you find more time to work “on” your business vs “in” your business?

Let's Break It Down Even Further:

**Question #4**      **How can you find more time to work “on” your business vs “in” your business?**

- WHY:**            Why is this important to the future of your business?
- WHO:**            Who can you delegate to?
- WHAT:**            What are your roadblocks?
- WHEN:**           When is the best time for your to work “on” your business?
- WHERE:**           Where can you go for help? Resources
- HOW:**            How will this impact your business?

Where are you losing time? What are the roadblocks that you are facing today? What are the things you gripe about at night or to your family or friends about your lack of time?

Also take an honest look at your time use today? Be hard on yourself. Promise yourself you will not get defensive or make excuses! Imagine what you would do if you could find 2-3 hours a week to work “on” your business and putting in place the success steps to increase sales and profit?

*Let's take a look at your current business...*

# Question 4:

## How can you find more time to work “on” your business vs “in” your business?

### Let's Break Down Your Business:

#### Step #1: Stop & Think

Take a few minutes to think about your personal situation. Why are you working more “in” your business vs “on” your business? For the next week keep track of how you spend your time. Where are you wasting time? What the tasks you are doing that someone else could or should be doing? What did you find?

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#### Step #2: Let's Dive in Deeper

Answer the 6 qualifying questions below. Do not try and make the answers “fit” what you are doing today. As they might not be the same:

**WHY:** Why is this important to the future of your business?

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**WHO:** Who can you delegate to?

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# Question 4:

## How can you find more time to work “on” your business vs “in” your business?

**WHAT:** What are your roadblocks?

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**WHEN:** When is the best time for your to work “on” your business?

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**WHERE:** Where can you go for help? Resources

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**HOW:** How will this impact your business?

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### Step #3: Action Steps

What steps are you going to take today to spend more time working “on” your business? Where did you find time?

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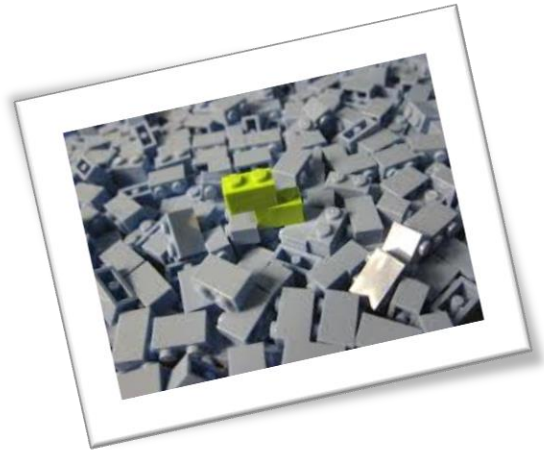
# Question 5:

## How are you differentiating your business / product from your competition?

### Why is this question important?

Why is Starbucks more successful than the average coffee shop? Why is Nordstrom's considered the high end clothing store? Why do people pick Coke over Pepsi?

Why do you pick the products or companies you do? Why do you go out of your way to use one business over another?



### What are you doing to stand out from the Competition?

In any given community there are like 4-7 pizza places, 8 landscapers, 10 dentists & 6 nail salons. All within a 10 mile radius!

So what are you doing to have your small business stand out? Is it superior service? Great prices? Maybe you have carved out a niche in something very few folks do or offer?

At the end of the day it is critical that you and your team know exactly what makes you stand out over your competition. What is going to make your community choose your small business over the others?

**Let's break this question down into the why, who, what, when, where and how:**

# Question 5:

## How are you differentiating your business / product from your competition?

Let's Break It Down Even Further:

**Question #5**      **How are you differentiating your business / product from your competition?**

- WHY:**            Why should they pick you over them?
- WHO:**            Who is your competition?
- WHAT:**            What sets you apart?
- WHEN:**            When do you visit the competition to see what they are doing right?
- WHERE:**            Where is your competitive advantage?
- HOW:**            How can you leverage your differences to the community to gain more sales and profits?

We tend to look at our competition and find fault in what they do. That is easy. Our ego can't wait to bash others we are in competition with. My challenge to you is to set your ego aside and look at what your competition is doing well.

How can you learn from their strengths? How can you take advantage of their weaknesses? How will you let your community know you are the better choice without bashing the others?

*Let's take a look at your current business...*

# Question 5:

## How are you differentiating your business / product from your competition?

### Let's Break Down Your Business:

#### Step #1: Stop & Think

Over the next couple of weeks visit your competition and talk to those in your community. Don't ask what they are doing wrong, try and discover what they are doing right! What did you find?

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#### Step #2: Let's Dive in Deeper

Answer the 6 qualifying questions below. Do not try and make the answers "fit" what you are doing today. As they might not be the same:

**WHY:** Why should they pick you over the competition?

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**WHO:** Who is your competition?

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# Question 5:

## How are you differentiating your business / product from your competition?

**WHAT:** What sets you apart?

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**WHEN:** When do you visit the competition to see what they are doing right?

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**WHERE:** Where is your competitive advantage?

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**HOW:** How can you leverage your differences to the community to gain more sales and profits?

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**Step #3: Action Steps**

What are 2 – 3 ways you discovered you could do to differentiate your business?

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# Question 6:

## What you doing to consistently develop your business knowledge and skills?

### Why is this question important?

If you look at the top CEOs and Entrepreneurs what do they have in common? They know that no matter how good they are or get, they are constantly developing their business knowledge and skills.



### What do you do to increase your knowledge & skills?

The challenge most folks have in doing this goes back to our earlier question of having the time. The problem is, you have to make the time. However, it might not be as hard as you think.

With so much available in mobile options, how about listening to business podcasts? Or maybe audiobooks?

Online training courses are designed to let you take at your own pace as are eBooks you can do while you stop and have lunch. Take advantage of your drive time. Are you alone in your brick and mortar at any time? Then take advantage of any short down times you can find or use your headphones.

After your morning shower, take 15 minutes to read or study. It all adds up!

**Let's break this question down into the why, who, what, when, where and how:**

# Question 6:

## What you doing to consistently develop your business knowledge and skills?

Let's Break It Down Even Further:

**Question #6**      **What you doing to consistently develop your business knowledge and skills?**

- ❑ **WHY:**            Why do you need to keep growing and developing?
- ❑ **WHO:**            Who are good mentors or resources?
- ❑ **WHAT:**            What are your weak points? What areas do you need more knowledge or experience?
- ❑ **WHEN:**           When could you work on your training?
- ❑ **WHERE:**           Where do you go for the training?  
Online, seminars, webinars?
- ❑ **HOW:**            How to know what is best for you?

Good news. You are already taking great strides to improving your skills!  
You are reading this eBook and taking action!

You want to identify your weak points. Maybe you want to learn more about leading people? Maybe you want to understand the bookkeeping side? Maybe you want to learn more on Marketing? Just remember, there is always something to learn and every area can get better!

*Let's take a look at your current business...*

# Question 6:

## What you doing to consistently develop your business knowledge and skills?

### Let's Break Down Your Business:

#### Step #1: Stop & Think

What are you doing today to increase your business knowledge? Think of areas you want to improve over the next 6 months? What would grow your business or increase your business skills?

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#### Step #2: Let's Dive in Deeper

Answer the 6 qualifying questions below. Do not try and make the answers "fit" what you are doing today. As they might not be the same:

**WHY:** Why do you need to keep growing and developing?

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**WHO:** Who are good mentors or resources?

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# Question 6:

## What you doing to consistently develop your business knowledge and skills?

**WHAT:** What are your weak points? What areas do you need more knowledge or experience?

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**WHEN:** When could you work on your training?

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**WHERE:** Where do you go for the training? Online, seminars, webinars?

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**HOW:** How to know what is best for you?

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### Step #3: Action Steps

Narrow your list down. What are the 2 – 3 you want to learn more about in the next 6 months? How will you do it?

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# Question 7:

## What are you doing to be a strong leader in your business? Community?

### Why is this question important?

Are you a leader? Or do you just manage your business? Do you know the difference?

Manage = Tasks      Leaders have a vision, share the vision and aspire to make a difference in their business, with their customers, in their community and with their teams.



### In your mind you might feel you are a leader but what would others say?

The best place to start when looking at leadership is to revisit past leaders / managers in your life.

Think back to the one person you worked for that if you never saw them again you would be happy? You hated your time with them. What qualities did they have? What made you hate working with them? Maybe they were abusive or a liar or maybe lazy or even a terrible listener.

Now think of the one person you would work for in a heart beat. What did you admire about them? What did others admire? Maybe they supported their team, or put customers first and set a great example? I bet they weren't afraid to make a decision yet involved the team as much as they could.

What would your team or community say about you?

**Let's break this question down into the why, who, what, when, where and how:**

# Question 7:

## What are you doing to be a strong leader in your business? Community?

Let's Break It Down Even Further:

**Question #7**      **What are you doing to be a strong leader in your business? Community?**

- WHY:**              **Why is a leader better than a manager?**
- WHO:**              **Who have been your role models? (both good & bad)**
- WHAT:**              **What are you doing to increase your skills**
- WHEN:**              **When should you wear your leader hat vs manager hat?**
- WHERE:**              **Where is your team / business headed?**
- HOW:**              **How are you being a leader in your community?**

Don't forget to look at your leadership within your community. This could be with your customers as well.

Do you work with your local food bank? Do you find a way to help the local schools? Maybe you are on the chamber of commerce locally.

Don't underestimate the Town or City Pride. Does your town value those that are giving back and are seen as a local leader?

Remember, your first priority is to be a great leader to your team, then focus on the community. It starts with "home" first.

*Let's take a look at your current business...*

# Question 7:

## What are you doing to be a strong leader in your business? Community?

### Let's Break Down Your Business:

#### Step #1: Stop & Think

Think about the two leaders we discussed earlier. What did you learn from each person? What good traits and bad traits stood out the most? Which ones do you find yourself having?

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#### Step #2: Let's Dive in Deeper

Answer the 6 qualifying questions below. Do not try and make the answers "fit" what you are doing today. As they might not be the same:

**WHY:** Why is a leader better than a manager?

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**WHO:** Who have been your role models? Both good and bad

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# Question 7:

## What are you doing to be a strong leader in your business? Community?

**WHAT:** What are you doing to increase your skills?

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**WHEN:** When should you wear your leader hat vs manager hat?

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**WHERE:** Where is your team / business headed?

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**HOW:** How are you being a leader in your community?

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### Step #3: Action Steps

How will you be a better leader with your team? With your customers? Within your community?

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# Question 8:

## How are you growing and developing the best team?

### Why is this question important?

While some of you are one person operations, many of you will have a team. Even one person operations hire temp help.

I can not emphasize how critical your team is to your small business. They are typically the ones that have the most “face” time with your customers!



### Did you know that the most profitable businesses have solid, well trained, empowered employees?

Smart and savvy business owners understand that happy, well trained employees are loyal and will bust their butt for your customers and for them.

They understand that investing upfront in their people with wages and development plus strong leadership actually frees them up to work “on” their business vs “in” like we discussed earlier.

We will not be able to hit all the key components of your team in this eBook but I promise more resources and tools will be coming. Keep an eye on the website for more tools and resources.

For now, let's focus on what you are doing to develop and grow your team!

**Let's break this question down into the why, who, what, when, where and how:**

# Question 8:

## How are you growing and developing the best team?

Let's Break It Down Even Further:

**Question #8** How are you growing and developing the best team?

- WHY:** Why do you need to provide ongoing development?
- WHO:** Who are the types of folks you are hiring?
- WHAT:** What is your plan to train them?
- WHEN:** When do you make time to train them?
- WHERE:** Where are you with your development plan with each employee?
- HOW:** How do you hold them accountable?

Please know that your team's development actually begins when you hire the person. Strong teams start by hiring the best people. Then the next step is to make sure they have a great onboarding process and the right training out the gate.

The next step is to make sure you have solid ongoing training programs, semi or annual reviews, development plans. You also need to make sure to hold them accountable and know when to get rid of cancers on your team.

Don't forget if you have shift leaders or managers you are developing them as well!

*Let's take a look at your current business...*

# Question 8:

## How are you growing and developing the best team?

### Let's Break Down Your Business:

#### Step #1: Stop & Think

How do you train your team today? Do you take the time to hire right? Do you have a process for onboarding? Do you do annual reviews? Game plans to improve? Where are you today on all of this?

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#### Step #2: Let's Dive in Deeper

Answer the 6 qualifying questions below. Do not try and make the answers "fit" what you are doing today. As they might not be the same:

**WHY:** Why do you need to provide ongoing development?

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**WHO:** Who are the types of folks you are hiring?

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# Question 8:

## How are you growing and developing the best team?

**WHAT:** What is your plan to train them?

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**WHEN:** When do you make time to train them?

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**WHERE:** Where are you with your development plan with each employee?

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**HOW:** How do you hold them accountable?

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### Step #3: Action Steps

What are the top 3 training and development needs you have for your team?  
When will you put a plan in place?

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# Question 9:

## What are you doing to put a strong operating processes in place?

### Why is this question important?

Without strong operational processes in place, you are causing a chain reaction that is seriously impacting your business. You are losing money. And probably lots of it!

The #1 area is in time. When a business has poor processes in place more time is spent reinventing the wheel each time. Employees don't have clear direction. Time is lost and time is money!



### You like money right? I bet you would love to have more time too!

Each and every thing you do in your businesses should have a process. What is a process? Basically a way for you and your team to do the same thing over and over the same way. Some even call them standard operating procedures.

Even if you think your services are different each time I would bet that 50% - 75% require the same process. For example, you should have a process for how you bill your clients. You should have a process on how you get materials. How you order. How your team accomplishes tasks. Fast food places are great at putting in processes so that their mainly teenage teams can follow them.

Large companies spend thousands and millions of dollars to put processes in place because they know they will get a 3-4 times return on their money due to streamlining and saving payroll and time wasted.

**Let's break this question down into the why, who, what, when, where and how:**

# Question 9:

## What are you doing to put a strong operating processes in place?

Let's Break It Down Even Further:

**Question #9** What are you doing to put a strong operating processes in place?

- WHY:** Why are your processes where they are today?
- WHO:** Who are the experts in your area or team that can help?
- WHAT:** What are your broken processes today?
- WHEN:** When do you know a process needs improving?
- WHERE:** Where can you find more time thru better processes?
- HOW:** How can you find your most critically weak processes?

The best way to identify your "low hanging fruit" as they say, the easy wins, is to listen to the things you gripe the most about. What do your people do that drive you nuts? What kills most of your time? Where is money being wasted?

The other area is the parts of your business that you hate doing. These are areas you tend to want to get in and get out so you never do correctly. You never really identify the best way to improve these parts of your business.

*Let's take a look at your current business...*

# Question 9:

## What are you doing to put a strong operating processes in place?

### Let's Break Down Your Business:

#### Step #1: Stop & Think

Think about what you or your team do on a regular basis. What are some of your more critical processes you have or need? Where could you save tons of time if you had a better process in place?

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#### Step #2: Let's Dive in Deeper

Answer the 6 qualifying questions below. Do not try and make the answers "fit" what you are doing today. As they might not be the same:

**WHY:** Why are your processes where they are today?

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**WHO:** Who are the experts in your area or team that can help?

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# Question 9:

## What are you doing to put a strong operating processes in place?

**WHAT:** What are your broken processes today?

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**WHEN:** When do you know a process needs improving?

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**WHERE:** Where can you find more time thru better processes?

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**HOW:** How can you find your most critically weak processes?

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### Step #3: Action Steps

What are 2 - 3 processes you are committed to improving over the next 3 - 6 months?

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# Question 10:

## Do you have a business plan / strategy in place for the next 1 – 5 years?

### Why is this question important?

If you wake up each day doing the same thing you did yesterday then you will get tomorrow what you got today.

You would be amazed at how many business owners have no plan beyond the current week. Are you one of them?



***Not after today!***

### Would you start a 3,000 mile trip without a map?

Having a plan of where you want to go is important to getting there quickly and efficiently. It is no different than getting in your car in California and saying you want to drive to New York yet you never create a plan. Will you get there? Possibly, but you sure will roam the country learning where not to go! Even worse, what if you end up lost in Tennessee yet have no idea where you are?

You need to know where you want to take your business. You want to start with the end in mind and develop the plan, the roadmap to get there. Just like that trip to NY, you want to get there quickly. Sure you might take in the sights but you at least have a plan of attack!

**Let's break this question down into the why, who, what, when, where and how:**

# Question 10:

## Do you have a business plan / strategy in place for the next 1 – 5 years?

Let's Break It Down Even Further:

**Question #10** Do you have a business plan / strategy in place for the next 1 – 5 years?

- WHY:** Why do you need a strategic plan?
- WHO:** Who do you need on your team to take you into the future?
- WHAT:** What do you need to put in place to get to the next level?
- WHEN:** When will you put your plan in place?
- WHERE:** Where do you see your company in 5 years?
- HOW:** How often should you review or modify your plan?

Some of you will have huge plans for your small business and some of you are ok with having a small business that only grows so far. No matter what your plans are for your business you can still use a good solid plan in place. Maybe better trained staff or increases profits for example.

Every year you want to identify what went well in the previous year and what you hope to accomplish in the coming year. You want to find the areas you could have done better and put a plan in place to improve.

*Let's take a look at your current business...*

# Question 10:

## Do you have a business plan / strategy in place for the next 1 – 5 years?

### Let's Break Down Your Business:

#### Step #1: Stop & Think

When you started your small business you probably sat down with a pen and paper and scratched out what you wanted your small business to become. Who you want to help & how you would do it. You had a plan. What is today's plan?

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#### Step #2: Let's Dive in Deeper

Answer the 6 qualifying questions below. Do not try and make the answers "fit" what you are doing today. As they might not be the same:

**WHY:** Why do you need a strategic plan?

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**WHO:** Who do you need on your team to take you into the future?

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# Question 10:

**Do you have a business plan / strategy in place for the next 1 – 5 years?**

**WHAT:** What do you need to put in place to get to the next level?

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**WHEN:** When will you put your plan in place?

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**WHERE:** Where do you see your company in 5 years?

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**HOW:** How often should your review or modify your plan?

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## **Step #3: Action Steps**

Grab a notepad. Just like you did back when you formed your business, what do you see in a year? In 5 years? How will you get there? What's the plan?

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# Summary

## Your Next Steps

### Let's Bring it Home!

So, are you looking at your business a little differently than you did at the beginning of this eBook?

Even if you only got 1 or 2 nuggets, the exercise has been worth it. Your business is in a better place than it was.

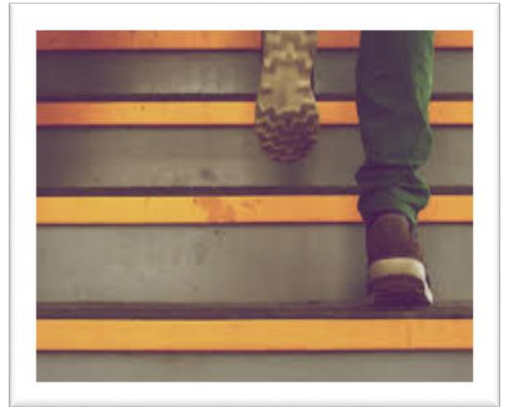
I'm excited you took the time to make it this far and you care and want to take your business to the next level!

### The 10 questions:

While these aren't the only 10 questions you should ask, they are great to start the dialog and even more important they will get you thinking about the core areas of your business that you will want to be on top of.

These 10 questions and their qualifying questions are only as good as the input you put into their answers. While you might be great at say 3-4 of them, you might be horrible on others and maybe so so on the others. Your goal is to be working from a conscience level of knowledge at all times on these core 10.

Over the next year you will want to dive into each of these 10 questions deeper to hit the meat of the question. On the website we will also explore more of the people/employee/team side of our businesses as this area can really make or break your sales and profit. More tools and resources are on their way!



# Craving More?

If you are interested in getting our updates, more in-depth materials are being put together just click the below button.



**Training** for  
**Local Small  
Business Owners**

The #1 goal of [TrainingforLocalSmallBusinesses.com](http://TrainingforLocalSmallBusinesses.com) is to provide you and your business the tools, resources, tips and courses to take your business to the next level!

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Have ideas for specific materials? We'd love to hear from you. Tell us by emailing me at [tammy@tamadalearning.com](mailto:tammy@tamadalearning.com).

**Thanks!**

**Good luck and we are here for you!**