



A Healthy Business Checklist: Questions to Ask Yourself for Growth

Refine Your Target Audience

- Is your current target audience still serving your business?
- Is your business still serving your current target audience?
- What behavioral factors such as brand loyalty, purchase patterns and intensity of use have changed for your audience?
- What demographics such as age, gender, income, and occupation have changed for your audience?
- What psychographics such as lifestyle, hobbies, and opinions have changed for your audience?
- Do you need to explore industries in a business-to-business world?
- Do you need to explore new occupations in a business-to-consumer world?

Forecast and Expand Your Cash Flow

- What are your current revenue streams?
- Do you have access to funds to purchase inventory or pay employees to grow your business?
- How are you currently accepting payments for your business?
- Can you make payment acceptance more efficient and effective so you can spend more time growing your business?
- Are you providing convenience to your customers or clients when accepting payments for your products or services?
- How can you provide convenience to your customers so that you get paid faster?
- What are your short-term and long-term goals?
- How can you create additional revenue streams?

Research Customer Expectations

- Are you helping your customers reach their goals?
- What features/aspects of your product/service does your customer find most valuable?
- What is missing from your product/service lineup that is expected from current customers?
- What product/service is expected from new customers?
- Which alternatives (products, services, other businesses) are considered before choosing your business?
- How likely are your customers to recommend you to others? Why or why not?
- How does your customer service stand out among others in the industry?
- Is your customer service accessible when expected to be available?
- When is your customer service expected to be available?
- What are your key differentiators?
- Why do your customers love/need you?

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Evaluate Your Marketing Plan

- What does your ideal customer look like?
- Can you segment your existing audience to reach them in a more effective and efficient way?
- How is your ideal target audience consuming their media?
- How will your target audience become aware of your business?
- What is your brand message for your business?
- What is the key differentiator for your business against the competition
- How will you generate new customers for your business?

Identify Opportunities in Procedures

- How was productivity affected?
- How can productivity be improved?
- What operational procedures are currently documented?
- Which operational procedures need to be documented?
- What systems/software do we need to upgrade?
- What major setbacks did you experience? Can they be improved with a new procedure?
- What are your operational goals for the future and what processes can be put into place to meet them?

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