

Questions to Ask and Answer as You Play your Business A-Game

1. Do you love what you are doing and where you are headed with your business right now?

2. What is the best thing about your business?

3. What must you do today, tomorrow, this week, this month, this year to be the #1 choice in your target market?

4. What are you actually doing today, tomorrow, this week, this month, this year to build your business?

5. Is your current game focus too narrow or too wide?

6. What is the highest and best return on the investment of your time?

7. What would be the best use of your time – right now?

8. Which hidden asset are you sitting on right now, that if exploited, would bring you a windfall of revenue/clients tomorrow?

9. How do you plan to get out from under the never-ending stream of trivial matters that distract you and diminish your capacity to achieve your business goals?

10. What is stopping you from putting this plan into action?

11. What are two practices that if you do them, will improve your playing your business game with greater clarity and enthusiasm?

12. What is the real game that you are playing?
