6-Figure Business Framework



#1: Find Your Focus

- The main focus of my business is…

- On a scale of 1 to 10, rate your level of clarity of:

  ____ Your expertise
  ____ Your ideal clients
  ____ The specific problem/challenge they want to solve
  ____ The specific result/transformation your provide

- How well is it working for you right now?

#2: Positioning

- On a scale of 1 to 10, rate:

  ____ Your visibility
  ____ Your credibility
  ____ Your authority
  ____ Your influence
  ____ Being seen as the go-to-expert

- What are you doing currently to improve your positioning?

#3: Platform

- List all platforms you are currently using

- For each platform:
  - ✓ List number of followers, subscribers, or connections
  - ✓ Time (yourself) / Cost (VA)
  - ✓ Rate your success of getting leads and clients (1-10)

Platform	Numbers	Time/ Cost	Success
Email list			

#4: Product

- The main paid offer in my business is *(include title, description, pricing, format, and benefits/results)…*

- On a scale of 1 to 10, rate your level of clarity of:

  ____ The offer
  ____ Promise and benefits
  ____ Format
  ____ Pricing

- How successful are you at selling this product?

#5: Promotion

- List all promotional and marketing strategies you are currently using *(including those that are planned or in-progress)*

- For each marketing strategy rate yourself (1-10) on:
  ✓ Your mastery level

  ✓ Success of getting leads and clients

Marketing Strategy	Mastery	Success