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CUSTOM GRAPHICS | ROUND 1

PREPARED FOR: Rem Oculee

EXIT MINDSET™

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Don't let the economy control your business.

The Exit Mindset is based on looking at your business from the perspective of someone who is going to buy your company. The three principles of the Exit Mindset are your product, your infrastructure, and the conversation that you are having with your consumer. Making changes to these areas of your business will help you gain more profits, get more time and receive a higher company valuation. If you want to know more about these three principles, listen to the Exit Mindset podcast on your favorite listening app.


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ECONOMY WORKSHEET 01


01 DIRECTIONS


Read the following questions. Think about each of them and how you would answer them from the perspective of where your business is as it relates the current economy. How can you plan to get your business through this?


Use them to help you frame 2 plans. **PLAN A** is your six-month plan and **PLAN B** is your one-year plan. What will your outcomes be?


QUESTIONS


 What would you do?

 How would you handle it?

 What steps can you take now?

 Who do you have to consult with?

 Who do you have to talk to?

 Which parts of the Exit Mindset principles do you need to investigate further?
Your Product? Your Infrastructure? Your Conversation?

PLAN A

PLAN B

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02DIRECTIONS

Use the chart below to write down things you can **PIVOT** on and change in your business to help you focus and get through. Write down any contingency scenarios, too. Think about if things get worse, here is what I will do.

PRODUCT	INFRASTRUCTURE	CONVERSATION

EXIT MINDSETECONOMY WORKSHEET02

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Are you reaching your market segmentation effectively?

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MARKET SEGMENTATION

01
DIRECTIONS

Take a moment to reflect your product What is it? Who is your consumer? Are you effectively targeting each segment like you can, could or should? Is your infrastructure set up in a way to help you target your ideal audience? Are you have the right conversation with your consumer?

Use the columns below to jot down notes about the three key exit factors that you could work on to make your company better.

PRODUCT	INFRASTRUCTURE	CONVERSATION

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02 DIRECTIONS

From your notes on the front of this worksheet, create and organize your top 3 ideas for each principle of Exit Mindset. The goal is to help you create a plan and prioritize what you can implement now to help better target and reach your consumer.

PRODUCT

IDEA #1	IDEA #2	IDEA #3	TOP IDEA	IMPLEMENTATION PLAN

INFRASTRUCTURE

IDEA #1	IDEA #2	IDEA #3	TOP IDEA	IMPLEMENTATION PLAN

CONVERSATION

IDEA #1	IDEA #2	IDEA #3	TOP IDEA	IMPLEMENTATION PLAN

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Do not wait to **PIVOT** your business.

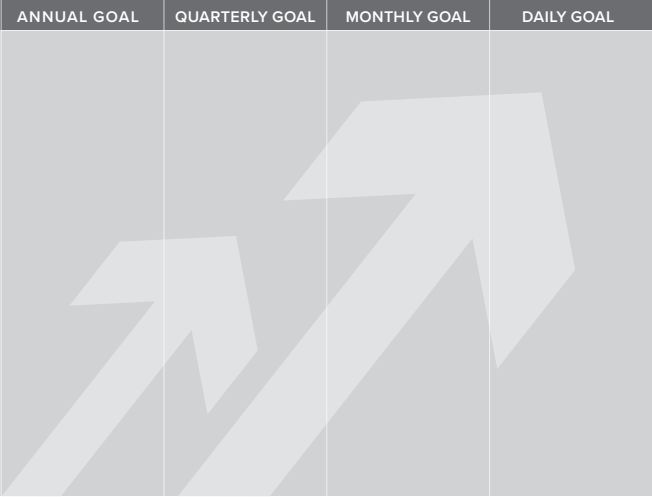
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01.

Use the table below to outline the goals that you want to your business to reach. Start with the annual goals and break them down until you have what you need to do each month to reach them.

PIVOT YOUR BUSINESS — Worksheet

01

ANNUAL GOAL	QUARTERLY GOAL	MONTHLY GOAL	DAILY GOAL
			

	ACTION	RESULTS
ACTION 1		
ANNUAL GOAL		
ACTION 2		

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STOP MAKING YOUR TEAM "UNINSTALL" THEIR BRAINS

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DIRECTIONS Use the chart below to write down your team members, their current job duties and what you can do by adding resources to ensure that you have 1 PERSON = 1 JOB.


TEAM MEMBER	JOBS	WHICH RESOURCES CAN I ADD? (GOAL: 1 PERSON + 1 JOB)

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Do you understand where to put your focus in your business?

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SWOT Analysis

This simple yet, useful framework will allow you to level set where you currently are, help you to build on what you do well as well as address where you may be lacking in areas of your business.

Directions: Use the chart below to categorize areas of your business that you see as a **Strength, Weakness, Opportunity,** or **Threat.** Include both internal and external factors.

STRENGTHS — What does your business do well?
WEAKNESS — Where does your business need improvement?
OPPORTUNITIES — What opportunities does your business have?
THREATS — What external obstacles does your business face?

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UNDERSTANDING THE TOTALITY OF YOUR BUSINESS WORKSHEET

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