



*Getting You From Where You Are
To Where You Want To Be*

Venture Self-Assessment and Goals Questionnaire

Please complete this questionnaire as fully and honestly as you can. If you don't know how to answer certain questions just say that. If the scope of this questionnaire feels daunting to you please keep in mind that we ask you these questions so we can discover precisely where you are in your venture development process.

Name:

Primary Contact Number:

Primary Email:

Primary Physical Location:

Secondary Physical Location (if any):

Venture Name:

Primary Website:

Who referred you?

Who is/are your primary intended markets?

What value does your venture bring to your market that other similar resources don't?

How do you currently attract prospects?

How do you currently convert prospects into clients / customers?

How do you currently retain clients / customers over time?



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What is your client / customer referral process?

Which automated marketing systems are you using?

What kinds of experts are on your dedicated web team?

What strategic partners do you have?

What do you perceive as your venture's biggest challenge at this time?

What are your biggest blocks in moving forward at this time?

How do you plan on funding your venture's next 12 month of business growth?

What percentage of your current revenues do you invest in growing this venture?



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Have you invested in business consulting before?

What results did that produce?

Where do you see yourself in ten years?

Where do you want your venture to be in 12 months?

Where do you want your venture to be in 3 months?

Where do you authentically think your venture will be in 3 months?

What is your current average monthly revenue?

What is your TARGET monthly revenue in 3 months and 12 months?

Describe the top three things you believe could interfere with your venture reaching those monthly revenue targets.



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What is the ultimate monthly net profit you want this venture to generate?

What exit are you looking for from this venture and when?

If you keep doing what you have been doing now until now how likely is your venture to reach the goals you have for it?

How many people are currently involved in your venture, both paid and volunteers?

Who makes your venture's ultimate decisions in addition to you?

How much time and money do you invest into your own personal and professional development each quarter?

What questions do you wish we had asked in this questionnaire and what are you answers to those?



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Completing this questionnaire has hopefully helped you clarify your answers to some important venture development questions. Based on this answer this following:

Why do you want to engage with a VSO™ Strategist at this point in time?

What do you ideally want from collaborating with us?

What level of engagement with a VSO™ Strategist feels right to you at this point in time?

What makes you committed to getting where you want to go?

On a scale of zero to ten how committed are you?