



Joy Chudacoff

The Leading Expert on Business Lifestyle
and Success for Women

Entrepreneurial Self-Assessment

The 7 Essential Questions Every Woman Business Owner Should Ask

The answers are for your eyes only!

You've made a smart decision to take advantage of my Free Essential
Self-Assessment questions to determine if you're ready to

Eliminate Stress,
Streamline Your Systems,
Build the RIGHT Support Team,
Create More Time for YOU and your family, and
Increase Profit With Less Effort!

This mini-assessment contains The 7 Essential Questions compiled, over the last two decades, from my own business and personal experiences and my support of the hundreds of women business owners who have reached a level of success and joy in their personal lives and in their businesses, they only dreamed about.

This Assessment will give you a snapshot of where **you are right now in your business and shed some light on where you might need support** to get you where you want to go in the future.

Have you ever wondered what secrets the entrepreneurial rich and famous have that propelled them to such great success?

Are you ready to find out?

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12100 Wilshire Blvd., #1100 • Los Angeles, CA 90025
info@SmartWomenSolutions.com • 310.454.2005



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Congratulations on taking the first step toward elevating your business to the next level & bringing your dream business and lifestyle into reality!

Before we get started, let me tell you a little about who I am and how I got started so you'll feel confident that you're in the right place.

I've been an entrepreneur for over two decades. I began my journey as an "accidental" entrepreneur out of frustration. I was working for someone else, and even though they were "happy with my work" and my performance reviews were stellar, they were not prepared to give me a raise. This was the catalyst that led me to start my first business – a marketing company which over time became a highly successful company with sales over 1.9 million.

Sounds good, Right?

I don't know about you, but I became a business owner so I could master the money part of my life AND have time to enjoy it. Along the way, I found myself "chained to the desk" and tired...really, really tired. I was making great money, but I never felt like I had the time to get away and enjoy the success I had created for myself.

And as luck would have it, I got married to my sweetheart and we decided to start our family. After the birth of my first child, I had the realization that if I wanted to enjoy my family fully and blissfully *without* accepting anything less than the business success I've always had, something had to change...what I was doing and not doing needed to shift!

Fast forward...

Through a lot of trial and error, I've learned A LOT, in my years in business, about how to cultivate a thriving, successful 6 -figure business *without burning out* and not compromise or sacrifice my family time, health and self-care. I understand the *essential simple tools* you need to systematize your business so you can leverage your time...**and I would be honored to share them with you...but first...**



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As promised, below are the **7 Essential Questions** that need to be answered in order to lay a solid foundation on which to grow your business.

Check the statement in each section that is closest to, and best answers your business situation right now:

1. Why did you start your business?

FACT:

Staying connected to the reason(s) you started your business often fuels your drive to succeed and keeps the vision for your company alive with the robust energy needed to make it successful.

Q1. Why did you start your business?

Please pick just one that is closest to your situation

- A. I wanted to make lots of money, for me and my family. I have a natural drive and skill at creating success and live my life exactly the way I dreamed it would be.
- B. I have a passion for doing the work I love and I wanted to be successful and make a high income. I do consider myself successful but I know in my heart there is more I can achieve. But I am not sure how to create the time and learn the skills necessary to get there.
- C. I am not sure. My business sort of found me. I do love what I do but I am not sure if I want to do more than I do right now with my business.



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2. Business Mission & Purpose

FACT:

Having clear direction and a plan of action is essential to take your business from where it is now to where you want it to be.

Q2. Do you have a clear & focused plan to give you the Edge you need to get to where you want to be in business?

Please pick just one that is closest to your situation

- A. Yes, I review my mission statement and business plan every month to make sure I'm on track with my goals and course correct along the way.
- B. Not really. When I first started my business, I had a clear direction on where I was headed, but I've noticed lately that my business vision is blurred. I'm overwhelmed and not really sure what the best direction is for the future of the business. I'm well known and respected in my industry but I know there are greater business opportunities/successes out there for me.
- C. A plan? Nope. Never had one. I'm building the plane while I'm flying it.



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3. Targeting Your Ideal Customers & Creating Repeat Business

FACT:

One of the keys to growing your client/customer base & increasing your bottom line is to make sure you are always offering exactly what your clients & customers want to buy from you...and what they want and need to buy from you again and again.

Q3: Do you have all the clients/customers and repeat business you want?

Please pick just one that is closest to your situation

- A. I know exactly what my customers want and I create new products/services to meet their ongoing needs. I have over a 75% repeat business ratio. Life is good!
- B. New and repeat sales are steady and consistent. However, my income is capped at the number of hours I can work. I need to figure out how to leverage my time better so I can grow my business to where I want it to be.
- C. I'm on a rollercoaster with sales and income. One month it's up, another it's down. I just don't know how to create consistent sales with my preferred target group and my repeat business is not where it needs to be. I'm never quite sure where I'll end up at the end of the month.



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4. Technical/Systems Review & Team Employee Support

FACT:

Automating and Systematizing every aspect of your business is key to leveraging your time as a business owner, increases the value of your company and is necessary to create personal time so you can enjoy your success.

Q4. Do you have effective systems in place to run a smooth operation, and do sales happen in your business automatically...or are you the one who has to close the sale every day?

Please pick just one that is closest to your situation

- A. Yes. I could go away for a month to a deserted island and when I come back my business would still be running smoothly, efficiently and profitably.
- B. I have some systems in place, but my business is not as systematized as it needs to be. Finding the right team support has been an issue. I have a few good team members, but I want A+ players that are often hard to find. I worry when I delegate tasks that things will not get done the right way. I find myself doing many things myself, which I know is not good for my role as a business owner and probably won't take my business to where I want it to be.
- C. No, I don't really have any systems in place. I have a hard time finding good people to help me with my business. Every few months someone quits and I have to start the hiring process again. It is a frustrating treadmill.



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5. Marketing & Sales

FACT:

Marketing & Sales are two of the top three most essential parts of every business. (the third is question 7 below) You must master the art of marketing to the right audience, if your intention is to grow a thriving business. There's an old saying, "there's riches in the niches"

Q5: Is your current marketing attracting exactly who you want as customers, creating enough sales to keep your company healthy, and creating the income you desire?

Please pick just one that is closest to your situation

- A. Yes, I always attract just the right number of ideal clients and they are ready, willing and enjoy paying for my service. We are closing 80% of our sales inquiries.
- B. Sort of. My marketing is working well and I'm attracting ideal clients, however I'm feeling like I need to shake my marketing up a bit so I can attract the perfect client every time and easily & effortlessly increase my fees. I also realize I need to find new ways to create more visibility with my target market and close more sales but I'm not sure which marketing works best – the trends seem to be changing so rapidly...it's hard to keep up.
- C. Our marketing is not systematized at all. We don't have any real set marketing strategy in place at the moment. I am not sure what to do with our marketing and my income is always up and down.



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6. Current Financial Picture

FACT:

When you love, embrace and focus on "the numbers" in your business...THEY INCREASE! Funny how that works!

Q6: Do you have a system in place to easily and effortlessly analyze how much money is coming into your business and how much is going out and if you have a healthy profit margin?

Please pick just one that is closest to your situation

- A. Yes, I look at my profit and loss statement each and every month. Sales are going great and my costs are super low. I have a bookkeeper that I love, and my CPA is great. My profit margin is great as well.
- B. I do have a bookkeeper and a CPA who are doing a great job, however I'm feeling like I need to take a closer look at how I can increase revenue and decrease costs even further to create a more profitable bottom line.
- C. I do my bookkeeping myself (I love Quicken!) and I have a CPA but I'm usually very late at getting the items needed to my CPA and I'm always worried about an audit.



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7. Entrepreneurial "Belief Blocks"

FACT:

What you believe dictates your decisions every day. If you have a "Belief Block" you may not be able to create the oxygen for your business – the fresh air that will ignite each day with the fuel and the energy to keep your business (and bottom line!) healthy and thriving.

Q7: How would you describe your energy and enthusiasm for your business right now?

Please pick just one that is closest to your situation

- A. I jump out of bed every morning ready to greet the day. I can't wait to get to the office! I love creating success in my business.
- B. I love what I do but lately, I've been feeling overwhelmed by all the "to-dos". I'm working too many hours and feel sometimes like I'm "chained" to the desk. I'm feeling like I need someone to just show me what to do and help me prioritize better so I can focus on the vision of the company and not the day-to-day so much. I am not sure what is standing in my way to creating the success I know I want.
- C. I work in my PJ's until about noon every day and I have no real schedule. I don't like structure of any kind.

A Belief is a thought, conscious or unconscious, which may or may not be factual that you believe to be the truth which governs the decisions you make in your daily life. A "Belief Block" is something you believe that keeps you from moving toward your goals.



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How'd ya do?

Below is the answer key that will illuminate what your next step should be toward creating your business and personal life exactly the way you want it.

If you checked mostly **A'S** in your assessment...

CONGRATULATIONS! You are a Smart Woman Entrepreneur who is reaching her goals with purpose, passion and ease.

If you checked mostly **B'S** in your assessment...

You've done a great job so far to get your business where it is right now. It sounds like it may be time for you to detach from the daily duties of running your business to create the time to take a closer look and evaluate current goals, systems, processes and strategies, etc.

If you checked mostly **C'S** in your assessment...

I am not sure you are ready or interested in growing your business. However...see solution section below.

Solutions:

If you answered mostly A's

It sounds like you are doing everything right. Good for you and congratulations. If for some reason you want to uplevel your business and need something...but you are not sure what...call me for a **Complimentary 30-Minute Consultation** so we can determine together if one of my programs or weekend retreats will help you get your business where you want it to be and give you more time to enjoy your success!



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If you answered mostly B's

I invite you to call me for a **Complimentary 30-Minute Consultation** so we can determine if or what shifts need to take place in your business so you can take it to the next level of success you know is possible all while creating more time off to enjoy your life and family. I have both programs and weekend retreats that could be just what you need. **You have nothing to lose by talking with me!**

If you answered mostly C's

If you are seriously interested scoring more 'A' answers in the future...please contact me for a **Complimentary 30-Minute Consultation** to determine if this is the right time for you to uplevel your business.

To set up your complimentary private, personal 30-Minute Consultation with me, please click on the link below to let us learn more about you and your business. After you submit your information, a member of my team will be in touch to set up a convenient time for us to have our private, personal complimentary phone consultation.

<http://SmartWomenSolutions.com/consult>

Still undecided? This is what Teri Experienced:



"Working with Joy helped bring the clarity that I had been seeking for years. She helped me lay the groundwork for moving my six-figure consulting firm towards a seven figure business. Joy totally transformed my way of thinking. I don't know how she did it, but she was able to give me the confidence to let other people handle the administrative elements and day-to-day demands and distractions of the business to free me up to operate and think like a true CEO. Implementing her recommendations has allowed me to thrive and enjoy a more strategic role so that I am more valuable to our clients and can better position the company to advance to the seven-figure level. Having Joy's constant support removed the guilt, confusion and fear that had been holding me back."

~ Teri Black-Brann, www.TbcRecruiting.com

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I encourage you to call me so we can talk. No obligation...No commitment...it won't hurt to just talk about it. **What if this one phone call was the solution to creating your business exactly the way you want it ... so you have personal time to enjoy your success...what if it was just a phone call away...but you did not make it...Look, you have my personal guarantee that there is a way for you to achieve the level of success you have always imagined...I promise.**

To set up your complimentary private, personal 30-Minute Consultation with me, please click on the link below to let us learn more about you and your business. After you submit your information, a member of my team will be in touch to set up a convenient time for us to have our private, personal complimentary phone consultation.

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Still not sure? This is what Bibi said:



*“Joy gives me so much more than business coaching. I have countless examples over the past 5 years where I have literally been in my own way, paralyzed by fear of failure, focused on the wrong things with my business. There’s something so special about the way that Joy can take any situation and get me focused and calm first, then really dig in to dissect it so each piece is clear and more importantly feels do-able. If you know Joy, she never goes anywhere without her colored markers which she uses to outline both our thoughts and visually see what I need to focus on. I could wallpaper my entire office with those outlines. As a result of my work with Joy, I have been able to step into being a solo business owner and increase my service offerings without increasing cost. The most **tangible result has been the continued growth of my revenue, after going out on my own within a year I grew my revenue to over \$200K and by more than 80% from the previous year.**”*

~ Bibi Goldstein, www.buyingtimellc.com

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Please contact my team and they will set up a time for the two of us to talk it out together. Maybe it's time for you to grow but maybe not. Deciding is what is important to your future success!

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SMART Women [®]
Smart SOLUTIONS
Coaching and Consulting Services for Women

The Leader for Business Lifestyle Design for Women

Joy Chudacoff is the leader for business lifestyle design for women. Founder of Smart Women Smart Solutions, Joy specializes in guiding already successful businesswomen from where they are to where they want to be. Leading by shining example, Joy provides guidance and support to help women live their greatest desired potential. Joy is heralded as "The Coach for Women" in the millennium and she has x-ray vision when it comes to helping women discover their big ideas, dreams and goals.

Joy draws from her own life and business experience to lead women in achieving success personally and professionally – on their own terms. Prior to launching Smart Women Smart Solutions in 2005, Joy owned and operated a successful marketing firm.

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She decided to let that go (for a profit) in favor of creating a business that better suited her family first lifestyle.

An entrepreneur for over two decades, Joy is a woman who successfully integrates family and passionate work while teaching other women how to do the same. As a wife and mother of two, Joy understands the importance of self-care, family and continues to reach and expand her entrepreneurial dreams of supporting women. Joy serves as a Girl Scout Troop Leader to foster confidence and leadership in young girls who will be the leaders of tomorrow.

Joy is the author of *What's Next?: The 7 Steps to Discover Your Big Idea and Create a Wildly Successful Business*. as featured in the Sacramento Bee and Book Review Station. Through her book and her one-on-one high level coaching, she skilfully guides women to create their own success. Joy is a Professional Certified Coach, skilled group leader and highly sought-after motivational speaker and luminary thought leader.

Her proven, customized business strategies are the foundation for the latest evolution of her business, the Smart Women's Edge. Joy masterfully collaborates with her clients to get results. The Smart Women's Edge doesn't mean you need to be edgy, in fact it's quite the opposite. Joy helps women create a plan that works for their business and embodies feminine leadership skills.