



# CONSCIOUS BUSINESS SUCCESS CHECKLIST™

LEYLARAZEGHI.COM



Learn the exact steps you  
need to go through in order  
to achieve business success.  
Rate yourself and understand  
what is left to work on.



# *Why did I create this checklist?*

I'm Leyla Razeghi, a Business Strategist that helps conscious businesses grow sustainably.

I work with product-makers, store owners and innovative service providers to help them create a customized plan that makes success easy.

The reason for my work (and for this checklist) is that I noticed entrepreneurs and managers are continuously pressured to launch projects with little planning and oversight.

Many are trying new and unique methods with little success receiving the desired outcome.

This tool was established for business owners to self-diagnose their efforts to further analyze what they require to maintain stable growth and impact.



# The Checklist

Rate the organizations knowledge or planning on these following items. Fill in numbers from 0 - 10 (0 being "little understand of this concept") to (10 being "confident understanding of this concept").

## RESEARCH

Knowing your competition: what they do well, what they could do better.

☐

Understanding what your target market wants and why they shop.

☐

Knowing the rules and regulations of your industry (if any).

☐

## PURPOSE

You have defined your business purpose and it aligns with your life purpose.

☐

You have figured out how your purpose aligns with the problem that you're solving for your clients (or the opportunity you're creating for them)

☐

You have figured out how to communicate your positive purpose in your marketing in a compelling way.

☐

## PLANNING

You have defined a clear mission and vision statements for your business.

☐

You have goals per month and week for the next 3 months.

☐

You have a system that aligns with your work style in order to remain accountable and achieve your goals.

☐



You know all your costs (fixed and variable) per product.

☐

You made a pricing analysis by product, that considers your customers and how much they'll pay but also how much YOU want to make.

☐

You know how much money you'll make in the next 12 months in total and from each product (forecast).

☐

Do you know what are the benefits that your clients seek/ Why would they buy this?

☐

Do you know where are your clients hanging out right now? In real life and social media.

☐

Do you know what other products are your clients using? What other activities are they interested in?

☐

Do you know how your product will make your customers feel?

☐

Calculate your score:  $(\text{Your total points} \div 160) \times 100 =$

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# *How to interpret your results*

How to interpret your results Your calculated score helps you interpret how advanced you are in the planning process. Please see below results indicated by your score above. (example, if you scored a 60 on the checklist, you would read the information based on 50-100 where 60 falls within these two numbers). The maximum score is 160.

0 - 50 points: You have made a start but additional efforts will be required to successfully launch and run a profitable business. Even if you're getting the results you want, I can guarantee that your business is in need of some optimization and planning to help you increase your profits, save time, and valuable resources. Going back through this checklist and researching the topics above is a valuable step in creating a business. This stage requires an entrepreneur to investigate the external market and the internal business functions.



# *How to interpret your results*

50 - 100 points: You have made important steps in researching the industry and marketplace. There are some important areas of business your confident in, where others are still a bit shaky. I encourage you to get support and finalize your planning to build a business that is solid and will resist the test of time. Steps forward is to further investigate smaller details that will distinguish your venture apart from competitors. Optimization and that fine-tuned planning will help increase profits and save time, money and resources.

100- 160: You definitely have dedicated time, effort and resources to planning your business and establishing strong foundations. Now it's time to find opportunities to grow further and see where you can be able to save more time, money and resources. Research growth and develop tactics to further increase efficiency. Go back through this checklist and research any topics that may have been scored low. Doing this can greatly support an organizations profit.



# *What each category means and your next steps*

## RESEARCH

This represents your knowledge of the market and the different components needed in your business. You need to know this in order to build a plan that is based on data and insights vs. gut feeling.

If your score is low in this area I recommend that you get support and plan how to efficiently do market research in the areas of your competition, the environment, ideal clients, etc.

## PURPOSE

Your purpose is the "why" behind your business and the cornerstone of every business plan. Without a clear why, you can't create meaningful goals.

If you rated low in this category I recommend that all the decision-makers in the company get together and seek support to determine the "why" behind the venture and the impact that you want to make in the community, employees, environment. etc.



## PLANNING

Your planning might be the most vital part of your business process. Without it, you are taking random actions vs. conscious actions and you might be wasting time, money, effort and resources. I advice dedicating some time and getting support to create a clear plan that tells you exactly what to do every year, month and even day in your business.

## BUSINESS MODEL

Your model tells you how you make money and how the different components of your business relate to each other. Without it, you might be missing out on some important relationships or actions that could be vital for your business. If you rated low in this area, I recommend taking time exploring your partnerships, pricing and costs, among others, and making sure you have clarity in all those areas.

## DREAM CLIENT

Your business exists to serve your ideal client and give them exactly what they need. If you haven't done your research in this area and haven't had real conversations with dream (ideal) clients, I recommend that you ask them exactly why they purchase your product/service and why they chose (or didn't choose) you.





# *I can help*

Are you ready to establish solid foundations in order to grow your business with a customized plan?

I offer limited complimentary half-hour Strategy Sessions each month.

In this session, we'll define your next steps to achieve business growth and see if we're a perfect fit to work on your plan together.

Please email me@leylarazeghi.com to schedule your call.

CLAIRE SAULT — CEO NOOZHOO NOKIYAN LIMITED PARTNERSHIP  
MINISI CONVENIENCE & GIFT SHOP — MISSISSAUGAS OF SCUGOG ISLAND



Minisi Convenience & Gift Shop is located on the Mississaugas of Scugog Island First Nation. We service not only the Island but the greater Scugog township area. Our store offers a wide variety of Indigenous Arts and Crafts, grocery items and cater to some degree to the outdoor lifestyle of the area. We recruited Leyla to assist us in the set-up of the logistical infrastructure, merchandising and analytics needed for our long term profitable future. With her help we were able to save money, time and provide clarity to create a profitable path going forward. Leyla was able to assist us from the ground up and I'd recommend her impressive skills to anyone who needs this type of help.



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