



Enhancing the Performance of your Brand!™”

## Top Areas of Focus Form

*In an effort to stay on track with your specific needs, please complete the Focus Form & return it to your Coach at least 1 week before your program starts so that each Session remains productive!*

Today's Date: \_\_\_\_\_ Your Company Name: \_\_\_\_\_

Your Name (s): \_\_\_\_\_

What is your main reason for wanting to consult with IBC? What needs to be changed in order to achieve the next level growth or improvement?

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| 4 Main Areas of Focus | 4 Desired Goals |
|-----------------------|-----------------|
| 1)                    |                 |
| 2)                    |                 |
| 3)                    |                 |
| 4)                    |                 |

| Areas of Strengths | Areas of Weaknesses |
|--------------------|---------------------|
|                    |                     |
|                    |                     |
|                    |                     |
|                    |                     |



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What result (s) would you like to see at month 12 after engaging with IBC programs and services?

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What is the highest revenue you have grossed in one year **since starting** business?

\$ \_\_\_\_\_

What is the highest revenue you have grossed in the **past 12 months**?

\$ \_\_\_\_\_

What was your profit margin % earned in the past 12 months?

\_\_\_\_\_ %

What is your minimum desired revenue goal for the end of next year?

\$ \_\_\_\_\_

What is your desired profit margin % in the next upcoming 12 months?

\_\_\_\_\_ %

Score your current Social Media Marketing Activity: **{Check the appropriate box}**

| Excellent             | Good               | Average             | Inconsistent             | Non-Existent              |
|-----------------------|--------------------|---------------------|--------------------------|---------------------------|
| Posting 2-3 x per day | Posting 1x per day | Posting 3x per week | Posting when we remember | We don't use Social Media |
|                       |                    |                     |                          |                           |

What is your marketing /advertising spend budget this year? \$ \_\_\_\_\_