

- ⊕ Do your colleagues believe you the industry leading expert of your niche?
- ⊕ Do you provide 1 solution, 1 way to 1 audience?
- ⊕ Do you know your product/service inside and out?
- ⊕ Do you have 1000% confidence you can get someone their desired result with your product or service?
- ⊕ *Do you have at least 30 review/case study/client success/testimonials ...**ON VIDEO**...that have also been edited for audio download and transcribed for print?*
- ⊕ Do you have an Expert Authority 100 Word sales hook?
- ⊕ Do you have a 60 second sales hook?
- ⊕ Do you have a professional authority positioning headshot?
- ⊕ Do you have an authority positioning intro video when people announce you to the audience?
- ⊕ Does your offer have the 7 components required to make it irresistible to your prospects?
- ⊕ Do you have a process in place for prospects to self-identify if they qualify for your time & expertise or not?
- ⊕ Do you look at yourself as a person or a brand?
- ⊕ Do you have a real life paperback book showcasing you as the subject matter expert you can hand someone?
- ⊕ Do you have easily deployable business assets you've intentionally created to leverage your time, energy & money?
- ⊕ Do you have automated systems in place for lead generation?
- ⊕ Do you understand and welcome the power of paid advertising?
- ⊕ Do you have a signature talk prepared on your area of expertise?
- ⊕ Do you have a system in place for client enrollment?
- ⊕ Does your pricing reflect your positioning?
- ⊕ Have you ever deliberately planned and prepared for a launch of your product/service/training?
- ⊕ Do you realize and take responsibility for the fact that this is your business and livelihood and it starts and ends with you no matter what?

YES ! - If you can say “YES!” with 1,000% confidence – AWESOME Congrats – Go call a client you haven’t talked to in a while and see how you can serve them – this crap is done 😊

NO - If you can’t, pick something off the list and improve that one thing NOW, like RIGHT NOW

HELP ! If you know you need help and would like to apply for a Complimentary Client Acquisition call on specifics to your business, you may apply at:

www.Talk2Mario.com