

25-Point Business Growth Checklist

Use this checklist to spot the gaps that may be making your business harder to market, manage or grow.

How to use it

Mark each statement **YES**, **NEEDS WORK**, or **NOT SURE**. The goal is not a perfect score. The goal is to identify the few gaps that deserve your attention first.

1. Business Foundation

#	Checkpoint	YES	NEEDS WORK	NOT SURE
1	Your business has a clearly defined target customer - not simply 'everyone.'	☐	☐	☐
2	You can explain the problem you solve and the outcome you provide in one or two sentences.	☐	☐	☐
3	Your core business information, registrations, insurance and required licenses are organized and current for your situation.	☐	☐	☐
4	You have basic financial visibility: revenue, major expenses, pricing and cash needs are tracked consistently.	☐	☐	☐
5	You have specific 90-day business priorities instead of an unranked list of everything you could work on.	☐	☐	☐

2. Offer & Pricing

#	Checkpoint	YES	NEEDS WORK	NOT SURE
6	Your primary offer or service is easy for a prospective customer to understand.	☐	☐	☐
7	Your pricing reflects your costs, time, desired margin and the value delivered - not just what competitors charge.	☐	☐	☐
8	You know which products or services are most profitable and which ones consume disproportionate time or resources.	☐	☐	☐
9	Your sales process has a clear next step: inquire, book, apply, call, purchase or visit.	☐	☐	☐
10	You have a defined way to handle add-ons, upgrades, packages or repeat business where they make sense.	☐	☐	☐

3. Brand & Online Presence

#	Checkpoint	YES	NEED S WORK	NOT SUR E
11	Your business name, message and visual presentation are consistent across your main customer touchpoints.	☐	☐	☐
12	Your website or primary landing page quickly explains who you help, what you offer and what the visitor should do next.	☐	☐	☐
13	Your Google/business listings and key directory information are accurate and current where applicable.	☐	☐	☐
14	Your social profiles make it easy to understand the business and reach the correct contact or sales page.	☐	☐	☐
15	You have at least one credible proof point - testimonial, review, case study, result, portfolio example or customer story.	☐	☐	☐

4. Marketing & Sales

#	Checkpoint	YES	NEED S WORK	NOT SUR E
16	You know where your best leads currently come from and track that source.	☐	☐	☐
17	You have at least one repeatable method for generating leads rather than relying entirely on referrals or random posting.	☐	☐	☐
18	You collect prospective-customer contact information so you can follow up instead of losing every visitor who is not ready today.	☐	☐	☐
19	You have a simple follow-up process for inquiries, estimates, abandoned conversations or prospects who say 'not yet.'	☐	☐	☐
20	You review basic marketing results - inquiries, booked calls, conversions or sales - and adjust based on what is actually working.	☐	☐	☐

5. Operations & Growth

#	Checkpoint	YES	NEED S WORK	NOT SUR E
21	Recurring tasks have a documented process, checklist, template or standard instead of living only in someone's head.	☐	☐	☐

#	Checkpoint	YES	NEED S WORK	NOT SUR E
22	You know the major bottleneck currently slowing down sales, service delivery, staffing or customer experience.	☒	☒	☒
23	You have standards for the customer experience from first contact through delivery and follow-up.	☒	☒	☒
24	You have a simple system for tracking open tasks, commitments and important business follow-ups.	☒	☒	☒
25	You know what must be improved, delegated, automated or eliminated before the business can handle meaningful growth.	☒	☒	☒

What did your business checkup reveal?

Use this page to turn the checklist into priorities.

Count your answers	Total
YES - this is consistently in place	_____
NEEDS WORK - this exists, but it is inconsistent, unclear or incomplete	_____
NOT SURE - you do not currently have enough visibility to answer confidently	_____

Choose your top 3 priorities

1. _____
2. _____
3. _____

The point is not to fix all 25 things at once.

If several areas need work, start with the gaps that most directly affect revenue, customer experience, service delivery or your ability to consistently follow up. A focused 90-day plan is more useful than trying to rebuild the entire business at the same time.

Want help deciding what comes first?

The **\$500 Business Launch Intensive** is designed for new and early-stage service business owners who need clarity, structure and a practical 90-day plan. Established businesses with larger operational or growth needs can inquire about custom consulting.

Visit LisaLasley.com to learn more.