



*Elevate*  
**YOUR BUSINESS**  
*the* **AUDIT**

**15 WAYS TO UPGRADE YOUR BUSINESS**

# Welcome!



My name is Linsi Brownson and **I help creatives enjoy being business owners.**

As a business coach, I have worked with dozens of entrepreneurs to improve key areas that impact their success and happiness.

**I DESIGNED THIS BUSINESS AUDIT AS A SIMPLE YET COMPREHENSIVE TOOL TO HELP YOU UNDERSTAND THE STRENGTHS AND GAPS IN YOUR BUSINESS.**

With this knowledge, you can set goals and map out a plan for growth. Or you can work with me to systematically close the gaps and elevate your business.

## CREATIVE INDUSTRIES:

- Architects
- Architectural photographers
- Art galleries and consultants
- Authors and professional writers
- Brand photographers
- Functional Medicine and wellness practitioners
- Graphic designers
- High-end residential construction trades
- Interior designers
- Interior design retailers and showrooms
- Interior stylists and home staging companies
- Landscape Architects
- Marketing agency owners
- Personal chefs
- PR agencies for creatives
- Professional podcasters
- Textile and Wallpaper designers
- Visual artists
- Website designers

## About Me

- I work **exclusively with creative entrepreneurs**, because the needs of creatives are often different than traditional small business.
- I hold degrees in Bachelors of Science in **Interior Design**, and Associate of Arts in **Visual Communications**. I also have several **coaching certifications**.
- I am the **CEO and owner of Spark Collaborative, LLC** since 2012. We started as a brand and marketing agency for creative businesses. After building my team, I shifted my role to business coaching and creative direction.
- I am the **CFO and co-owner of Benchmark Kitchens**, a high-end custom cabinet company in Austin, Texas since 2016.

If you don't see your industry listed, but you are a creative entrepreneur, I can probably help! I have experience with retail, e-commerce, service-based, and agency businesses.

**TO PERFORM YOUR AUDIT**

**1. On a scale of 1-5, rate your business in 15 key areas.** An example of 5 and 1 ratings are provided for reference.

**2. Write your rating in the Current Score column.**

**3. Write your desired 6-Month Goal score.**

*Note: you don't need to have 5's in every area to have a thriving business!*

*Focus on improving the areas that cause problems, or the areas that will give you the best opportunities for growth.*

**DEPARTMENT: POSITIONING**

<b>1. IDEAL CUSTOMERS</b>		<b>CURRENT SCORE</b>	<b>6 MONTH GOAL</b>
We know <b>exactly who we serve</b> , and cater to their needs.	= 5		
We serve a <b>variety of customers</b> with different needs.	= 1		

<b>2. BRAND IDENTITY</b>		<b>CURRENT SCORE</b>	<b>6 MONTH GOAL</b>
Based on our graphics, words, and actions, <b>our ideal customer feels confident</b> purchasing from us.	= 5		
Our <b>ideal customer is confused</b> because our brand doesn't align with their expectations.	= 1		

<b>3. VALUABLE OFFER</b>		<b>CURRENT SCORE</b>	<b>6 MONTH GOAL</b>
Our ideal <b>customers know immediately if they want to buy</b> what we are selling.	= 5		
Our ideal customers <b>require a lot of education</b> , reassurance, or time to decide if they want to buy what we are selling.	= 1		

<b>4. PRICING</b>		<b>CURRENT SCORE</b>	<b>6 MONTH GOAL</b>
We have a solid profit margin, clear pricing, and our services/products are <b>easy to sell at this price</b> .	= 5		
We constantly change our pricing and/or <b>struggle to know what to charge</b> .	= 1		

<b>5. MARKETING</b>		<b>CURRENT SCORE</b>	<b>6 MONTH GOAL</b>
We have a successful <b>marketing strategy that gets results</b> .	= 5		
We spend too much on <b>marketing methods that aren't working</b> .	= 1		

DEPARTMENT: OPERATIONS			
6. ADMINISTRATIVE		CURRENT SCORE	6 MONTH GOAL
We use effective <b>processes to manage our administrative</b> and bookkeeping needs.	= 5		
<b>Things fall through the cracks</b> and/or we spend a lot of time catching up with tasks that have piled up.	= 1		

DEPARTMENT: CEO HABITS			
11. TIME & ENERGY MANAGEMENT		CURRENT SCORE	6 MONTH GOAL
I plan my time realistically and get things done in the time I plan for. <b>I do not over-schedule or overwork myself.</b>	= 5		
I am often stressed about having <b>too much to do and not enough time</b> to get it done.	= 1		

7. FINANCIAL OUTCOMES		CURRENT SCORE	6 MONTH GOAL
We have clear revenue and profit goals, and effective processes to regularly <b>track metrics to reach our financial goals.</b>	= 5		
Our financial goals are not profit-driven and/or <b>we set goals and don't actively track or achieve them.</b>	= 1		

12. EMOTIONAL REGULATION		CURRENT SCORE	6 MONTH GOAL
I am generally able to <b>handle the ups and downs</b> in business and life with grace.	= 5		
When stressful things happen, I <b>often feel thrown for a loop</b> and it takes me more time than I would like to recover from it.	= 1		

8. MARKETING PROCESSES		CURRENT SCORE	6 MONTH GOAL
We <b>consistently promote our business</b> to new and existing customers and nurture their interest until they are ready to buy.	= 5		
We market when we need new customers and feel <b>pressured to sell.</b>	= 1		

13. LEADERSHIP & COMMUNICATION		CURRENT SCORE	6 MONTH GOAL
I have <b>clear and healthy boundaries and expectations</b> with the people I work with.	= 5		
I often feel resentful or <b>disrespected by the way other people treat me.</b>	= 1		

9. DELIVERABLES		CURRENT SCORE	6 MONTH GOAL
We use effective <b>processes for producing and delivering</b> a great product or service, and a great experience for our customers.	= 5		
We constantly change our pricing and/or <b>struggle to know what to charge.</b>	= 1		

14. CREATIVITY & INSPIRATION		CURRENT SCORE	6 MONTH GOAL
I spend <b>ample time thinking and working creatively</b> for my business.	= 5		
<b>I am often rushed,</b> or feel guilty spending time on creative work because I have so many other things that need my attention.	= 1		

10. ROLES & RESPONSIBILITIES		CURRENT SCORE	6 MONTH GOAL
Every team member is an <b>expert at their job</b> , aligns with the company culture, and has a valuable role in growing the company.	= 5		
We <b>do not have enough support</b> and/or we have "warm bodies" who are not performing at the level we need.	= 1		

15. SELF-CARE		CURRENT SCORE	6 MONTH GOAL
I <b>routinely do the things that feel good</b> and keep me healthy and energized.	= 5		
I feel guilty or <b>stressed about the amount of attention I give</b> to my health and well-being.	= 1		

## HOW DID YOU RATE?



## Next Steps

Which department would you **most like to improve** over the next six months?

**What impact would improving this department have** on the overall success of your business?

## BUSINESS COACHING MAKES GROWTH FASTER, EASIER, AND MORE FUN!

True success is about quality of life. *Your business is an opportunity to live well*, if you design and manage it intentionally.

Join me for a **complimentary coaching consultation** to discover if coaching is your next step.

**[CLICK HERE TO SCHEDULE A COACHING CONSULTATION](#)**

[or email linsi@sparkcollaborative.com](mailto:linsi@sparkcollaborative.com)

### IN OUR CONSULTATION, WE WILL...

- 1. Determine the key areas to focus on in your business.** We will discuss your goals and determine where to focus your efforts to receive the **best return on your investment.**
- 2. "What do I need to do to reach a level 5?"** We will answer this question for the areas that you decide are your top priority. *You will walk away from our conversation with **action steps to reach your goals.***
- 3. Answer any questions you have about coaching or working with me.** If we are a good match, we will **select your coaching time and start-date.**