THE BUSINESS THAT WORKS SCORECARD™

YOU ARE MORE THAN A SIDE HUSTLE™

Dr. Rasheda Jackson

Business That Works Scorecard™

Score the business that exists today, not the business you intend to build someday.

Use a score from one through five for each of the ten foundational areas. A low score is not a judgment of you as an entrepreneur. It is information. The purpose of the scorecard is to help you identify the gaps that deserve your attention first.

Score	What It Means
1	This area is largely incomplete, unclear, or has not been addressed.
2	Some work has been completed, but significant gaps remain.
3	The area is functioning, but it is inconsistent, incomplete, or not properly documented.
4	The area is established and working, with a few identifiable gaps remaining.
5	The area is established, documented, functioning consistently, and ready to support growth.

Be honest enough to identify the gaps. Your score tells you where to work next.

Score Your Ten Steps

Step	Business Area	Score	What Needs Attention
1	Clarify Your Vision	____	
2	Select the Right Business Structure	____	
3	Build Legal and Financial Foundations	____	
4	Develop a Strong Brand Identity	____	
5	Build Smart Systems	____	
6	Create Offers That Convert	____	
7	Master Marketing and Messaging	____	
8	Launch With Strategy	____	
9	Implement a Tax Strategy	____	
10	Plan to Scale and Leave a Legacy	____	
	TOTAL	____ / 50	AVERAGE: ____ / 5

The three areas I need to address first are:

____

____

____

____

____

____

____

____

What Your Score Means

Total	Average	Your Next Move
10 to 19	1.0 to 1.9	Foundation reset. Develop or rebuild a complete business plan and return to every area scored one or two before pushing for scale.
20 to 29	2.0 to 2.9	Correct and stabilize. Focus on the three weakest areas and strengthen the foundation before adding more products, people, or expenses.
30 to 39	3.0 to 3.9	Strengthen and systemize. The business is operating, but consistency, documentation, marketing, financial discipline, or founder dependency still needs work.
40 to 44	4.0 to 4.4	Fill the remaining gaps and prepare to scale. Document what works, measure performance, and begin increasing capacity with intention.
45 to 50	4.5 to 5.0	Scale and legacy ready. Continue auditing the business while pursuing leadership, capital, expansion, intellectual property, scalable revenue, succession, and enterprise value.

What surprised me about my score:

The first correction I will make:

The Next Level Commitment

I commit to building my business intentionally. I will no longer treat my vision casually. I will complete the foundational work I have avoided, use information and data to guide my decisions, maintain the systems and records my business requires, and protect what I am building. I will ask for help when I need it and take responsibility for executing what I learn. I will build with profitability in mind, but I will also build for people, purpose, ownership, and legacy. I understand that my business will only become stronger when I am willing to become a stronger owner. Today, I commit to doing the work.

Business Owner:

____

Business Name:

____

Signature:

____

Date:

____