

HOW HEALTHY IS YOUR BUSINESS? DOES IT NEED A TUNE-UP?

How about a 50-Point Business Checklist?

Being in business is a complex journey. Likely you are following a passion that takes care of sales, but it is also likely that you struggle to manage all the details. No entrepreneur can be knowledgeable or an expert in all areas of business and learning on the job can be prove to expensive and stressful.

Then how do accountants and lawyers understand a variety of businesses? Because many business principles, at their core, are similar and can be applied universally with slight modifications. While working in different businesses in various industries, I realized that businesses require the basics like accounting, insurance, banking, personal, safety, certifications, organization, long/short term planning, and so on.

I also learned the importance of business structure. What is business structure? It's the administrative and process foundation that allows your business to grow without causing massive overwhelm. Everything has its place, its time, and its plan. Think of business structure like the foundation of your house – a faulty foundation can sink your home and your livelihood.

Early in my career, I was in a business partnership with a growing oilfield company. Sales were well in hand and the relationships were energetic, but the company needed the anchor that good structure and systems would provide. By building in a business structure, we grew to five separate companies with multiple locations, and I realized I had a passion for building businesses and structure.

Eight different industries and many business ventures later, it has become obvious to me that many businesses struggle with developing structure. Hence my company Eleve Business Solutions was born. We have developed a 50-Point Business Checklist to help identify and then build a road map for entrepreneurs to follow for business systems and structure.

What would happen if you had an experienced business builder on your team helping you shore up a few more areas of your business? Likely you'd retain more profit, spend fewer nights sleepless, feel supported, and ultimately, build a foundation from which your business can grow exponentially—without burning you out.

It all starts with my 50-Point Business Checklist.

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