



RATE YOUR *BUSINESS*

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RATE YOUR *business*

Regularly reassessing your business each quarter and at the end of the year is a powerful way to set intentional goals and align your vision for the future.

This exercise helps you gain clarity, celebrate what's working, and uncover opportunities for improvement. Included you will find a blank template to customize this audit specific to your business.

HERE'S HOW TO APPROACH IT:

- **Be Honest and Objective:**

- Rate yourself in each category on a scale of 1 to 10 (1 = weak, 10 = strong).
- This isn't about perfection—it's about understanding where you stand right now.

- **Remove Ego and Judgment:**

- Approach this exercise with curiosity, not criticism.
- Think of it as a health check for your business, not a reflection of your worth.

- **Take Your Time:**

- Reflect on each prompt carefully.
- Write down the reasons behind your ratings to gain deeper insights.

- **Use It as a Starting Point:**

- Celebrate areas where you're strong (7 or higher).
- Focus your energy on improving areas where you scored 6 or below.

Remember, this isn't about fixing everything at once. It's about taking small, intentional steps to create a business that aligns with your goals and vision.

RATE YOUR *business*

STEP 1: RATE YOURSELF WITHOUT EGO OR JUDGMENT

This is where it all begins. Use the prompts below to evaluate six core areas of your business. Rate yourself on a scale of 1 to 10 (1 = needs serious improvement, 10 = thriving). The key is honesty—this exercise is only as effective as you allow it to be.

FINANCIALS

- Are you meeting your income goals consistently?
- Is your pricing reflective of your value and expertise?
- Could you hand over clean, organized financials to an accountant right now?
- Do you have clear profit margins for each product or service?
- Are you tracking income, expenses, and cash flow effectively?
- Are you setting aside money for taxes, savings, or reinvestment?
- Do you have an emergency fund for unexpected expenses?

Transformation Tip: If you're scoring low in financials, start small by reviewing your expenses monthly or using a bookkeeping tool like QuickBooks to automate tracking.

WEBSITE

- Does your website showcase your brand, voice, and vision?
- Is your portfolio or best work easy to find?
- Does your site have a compelling call to action (CTA) that converts?
- Are you offering an opt-in or lead magnet, and is it effective?
- Is your website optimized for mobile devices and fast load times?
- Are your services and pricing clear to potential clients?
- Is your site bringing in consistent traffic through SEO or other strategies?

Transformation Tip: If your website feels outdated, pick one thing to update this month—like adding new testimonials or tweaking your homepage to make your CTA more visible.

NEWSLETTER LIST

- Are you consistently growing your email list with engaged subscribers?
- Are your open rates, click-through rates, and conversions where you want them?
- Do you have automated email sequences (e.g., a welcome series) in place?
- Is your content providing value and driving action?
- Are you segmenting your audience for personalized messaging?
- Are you using analytics to refine your email strategy?
- Does your email content align with your overall business goals?

Transformation Tip: Analyze your most recent newsletter. What worked? What didn't? Use that insight to make the next one even better.

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STEP 1: RATE YOURSELF WITHOUT EGO OR JUDGMENT

PRODUCTS OR SERVICES

- Are your offerings still aligned with what your clients need and want?
- Do you feel passionate about delivering your current services?
- Is your pricing competitive and reflective of the effort you put in?
- Are you actively innovating to stay relevant in your industry?
- Do your products or services generate predictable income?
- Have you asked for client feedback to improve your offerings?
- Are there any services you no longer enjoy providing?

Transformation Tip: Streamline your services by focusing on what lights you up and delivers the most value to your clients.

MARKETING

- Is your messaging clear, consistent, and aligned with your brand?
- Are you showing up consistently on platforms where your clients spend time?
- Is your marketing strategy bringing in measurable results?
- Are you using storytelling, testimonials, or case studies effectively?
- Are you tracking analytics to understand what's working?
- Are you experimenting with new strategies to keep things fresh?
- Is your marketing aligned with your revenue goals?

Transformation Tip: Pick one platform and commit to posting consistently for the next month. Watch how your engagement and inquiries improve.

NETWORKING

- Are you connecting with the right people in your industry?
- Are you cultivating relationships that inspire growth and collaboration?
- Do you have a system for following up with contacts?
- Are you actively participating in groups or communities where your clients are?
- Are you receiving referrals, and are you referring others in return?
- Are your collaborations aligned with your goals and values?
- Are you leveraging partnerships to reach new audiences?

Transformation Tip: Set a goal to reach out to one new connection or collaborator each week. Over time, these small efforts will build a thriving network

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RATE YOURSELF IN EACH CATEGORY ON A SCALE OF 1 TO 10 (1 = WEAK, 10 = STRONG).

COURSES OR PRODUCTS

Are you creating courses or products that your **CLIENTS** love and purchase?

MARKETING

Do your marketing materials and efforts reflect your voice, vision, and business accurately?

FINANCIALS

Have you met your financial goals? Are you monitoring where the dollars are coming from and going out of your business?

NETWORKING

Are you placing yourself in front of your ideal and target client?

WEBSITE

Does your website accurately represent your business? Is your best work displayed and your offers communicated clearly?

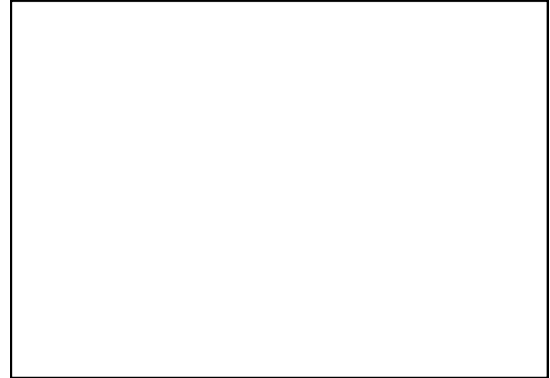
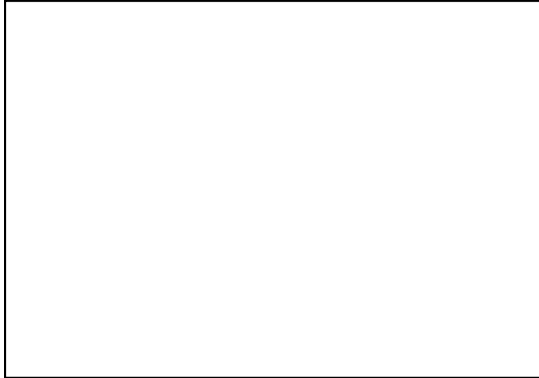
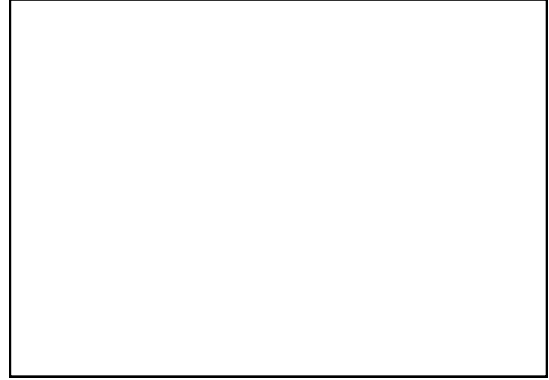
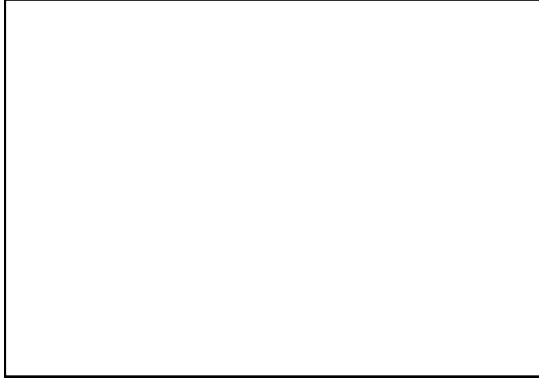
NEWSLETTER LIST

Have you created a newsletter list, and are you actively sending newsletters and nurturing your list?

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IDENTIFY YOUR *areas of focus*

After rating each section of your business, use this space to highlight the top three areas that need attention. Write down the specific action steps you plan to take to improve in each area. Keep your focus clear and intentional.

AREA OF FOCUS #1:

AREA OF FOCUS #2:

AREA OF FOCUS #3:



HEY THERE,

Busy Photographer!

Welcome! With over 20 years of experience as a professional photographer, I understand the unique challenges of running a creative business. From booking dream clients to managing busy seasons, I know how overwhelming it can be to balance creativity with operations.

That's why I created the Rate Your Business (Business Audit) Worksheets—a powerful tool to help you gain clarity, identify opportunities for growth, and create actionable steps to move your business forward.

As a former photographer turned studio manager, I specialize in helping photographers like you optimize workflows, refine marketing, and streamline operations. My goal is simple: to free up your time so you can focus on what you love most—creating stunning images and building a thriving brand.

What's Next?

Once you've completed your worksheets, let's turn insights into action. If you're ready to elevate your business, I'd love to support you. [[Click here to book a meet & greet call with me.](#)]

I can't wait to see how this transforms your business!



Amanda Kraft

Virtual Studio Management for
Luxury Photographers and
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