

Part II: Evaluate

*“To prepare for the future,
we must be willing to test new concepts.
This means we must acquire enough new information to evaluate these new concepts
and not be like travelers in a foreign land
who compare everything with their own home town”.*
JACQUE FRESCO (American Futurist)

Congratulations for understanding the purpose and flow of the entire process, reflecting on why now is the right time to take your business investment more serious than ever and for completing the initial simple questionnaire. *(if you have not done this, I recommend that you do that now, as you will become much more motivated, focused and successful in the steps ahead)*

For many of you, Part II will be the most critical part of the *Life Force Your Marketing Agency* process. Honesty evaluating your current status, refreshing your look ahead and creating a great strategic plan to excel is hard work. Visualizing the end result makes it easier. Following a structured process helps.

The steps we will follow, within this eBook and eLearning course, in Part II: Evaluate are:

- (i) Valuation Model- assessing current financial picture, valuation principles and look ahead.
- (ii) Review and document- S.W.O.T., as a natural and logical transition into **OnStrategy**.
- (iii) Taking a snapshot of our revenue assets- customers, sales talent and the opportunity and capacity for growth.
- (iv) Understand current approach to customer marketing, positioning and value proposition (Customers are busier than ever and burdened with noise overload. This is a very important topic and you will be excited with the simplicity and effectiveness of **STORY BRAND**. You will be able to start implementing this approach immediately within Part III).

Within this eBook and our eLearning program we will provide eLearning videos- worksheets- documents to help you gather and evaluate your business approach, scope and future opportunities to enhance each of the above foundational topics. For those of you interested, the **LIFEFORCE Your Marketing Agency [eLearning course](#)** will mature the execution of these important topics to new heights utilizing exciting engaging resources.

But what about the end result? As most of you desire to understand what your business is worth, learn some typical valuation principles and begin to visualize the potential impact of real improvement, let's dive right in and establish that foundation:

Download from our [eLearning program](#), **follow the clear directions** and better understand your current status and illustrative looks into the potential of the future.

Please feel free to email alan@engage-excel.com to schedule time to review and walk through this model (for some readers this will be second nature, others not so much). Don't be shy, connect to ensure these principles are well understood.

Now that you have completed the simple questionnaire in Part I: Decide (starting to form your *why*) and Part II: Evaluate - valuation model (providing a sense of your *current status* and *vision ahead*) the next progressive step is to perform your S.W.O.T. analysis. (a *true assessment* of your current position).



Within our eLearning program

Step 1: Download and **complete** your **LIFEFORCE** S.W.O.T. analysis worksheet

Step 2: Watch S.W.O.T video from **OnStrategy** (5 min)

Your S.W.O.T. review, conclusions and direction will likely create combined feelings of nausea (overwhelming) and adrenaline (through the renewed confidence of knowing where you are going).

Before jumping too far ahead, lets now create a snapshot of our revenue assets:



Within our eLearning program

Step 1: Downlad and **complete** your **LIFEFORCE** Revenue Assets Snapshot

Step 2: Spend quality time with this worksheet before moving on. This is the heart of your business and value. Assessing your “*revenue assets*” and “*opportunity rankings*” are both key to moving on to Part III

“First comes thought; then organization of that thought, into ideas and plans; then transformation of those plans into reality. The beginning, as you will observe, is in your imagination”.

NAPOLEON HILL



Time to build your excitement and engagement. As we transition from Part II: Evaluate into Part III: Enhance, let’s introduce the idea of Customer Identity Transformation with



Can your marketing agency benefit from further adopting this approach? I suspect so. We will discuss Story Brand principles further throughout this eBook and walk you through the entire process in our **eLearning program** . [Visit Now!](#)