

## PUMPKIN PLAN SWEET SPOT ASSESSMENT

1. My clients and prospects never question or ask me to lower my prices.

Never True Always True

1  2  3  4  5

2. My clients and prospective clients do not compare my prices to others in my industry when making purchasing decisions.

Never True Always True

1  2  3  4  5

3. My clients and prospects believe my offering is worth paying a premium for

Never True Always True

1  2  3  4  5

4. I have a defined client niche that loves what I offer

Never True Always True

1  2  3  4  5

5. I know exactly who my best customers are and what they want and need

Never True Always True

1  2  3  4  5

6. My marketing is highly effective at bringing in new clients

Never True 2 3 4 Always True

1     5

7. My company can run effectively without me

Never True 2 3 4 Always True

1     5

8. I can grow my business without working longer hours

Never True 2 3 4 Always True

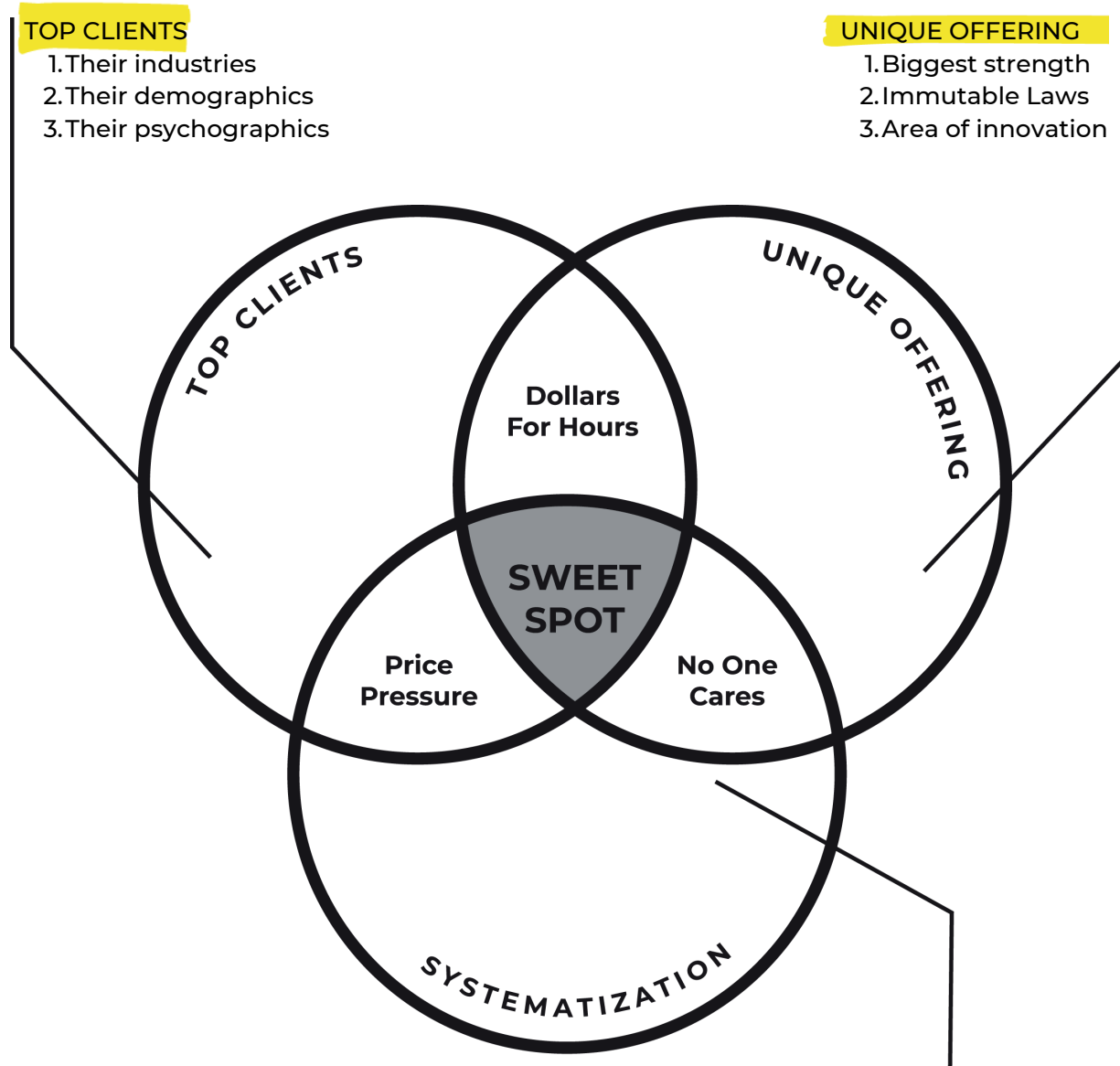
1     5

9. I delegate all tasks that do not require my expertise to others

Never True 2 3 4 Always True

1     5

## SWEET SPOT DIAGRAM



### SYSTEMATIZATION

- 1.How can your company's product or service be delivered without your direct involvement? Without any of your involvement?
- 2.How can your company's sales grow without your direct involvement? Without any of your involvement?

## SWEET SPOT BRAINSTORM

### TOP CLIENTS

1. Their industries
2. Their demographics
3. Their psychographics

### UNIQUE OFFERING

1. Biggest strength
2. Immutable Laws
3. Area of innovation

### SYSTEMATIZATION

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