

52X Business Evaluator Instructions

By Bestselling Author and Business Leader

Justin Gesso



52X Business Evaluator

My commitment is to help you start a business and profit this year. The Business Evaluator is a framework for research, thought, and scoring to help you more objectively evaluate your business ideas and determine their success potential. It's a simple yet effective method that will ensure you're confident with your chosen path.

Business Evaluator Overview

The Mission52X Business Evaluator is a simple Excel spreadsheet that is broken down into four phases. Each phase is represented by a tab. You do not need to be a math whiz, financial expert, or business guru. This is a simple, effective approach.

You will begin with numerous business ideas and rank them against one another. You'll apply *real-world* business success principles to your ideas.

As you progress through the phases, certain ideas will begin to stand out. The Business Evaluator will also force you to think through key issues and ensure you've truly put in the proper thought and research.

If you don't yet have it, ensure you download the [Mission52X Business Evaluator](https://justingesso.com/evaluator) at justingesso.com/evaluator.

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Pre-Requisites

This evaluator assumes you've taken my [free 5-lesson email course](#) or have read my books [Leave the Grind Behind](#) or [The Book on Small Business Ideas](#). These will help you pick the ideas to evaluate.

Principle - Business Idea Analysis is a Joke

Before we get started...

This one pains me. I have an MBA. I spent a *lot* of time and effort dissecting businesses and learning theories on what it takes to have a successful company. Professionally, I've been at the table for countless business and product launches, with analysts and executives spending months pouring over data, diving into complex calculations, going through cumbersome meetings, and perfecting multi-year financial projections.

Smart people, countless hours of research and planning, and flawless market research invariably culminate in an idea that hits the market, immediately takes a left turn, and goes somewhere entirely unexpected.

While I'm not saying this type of analysis is worthless—we all need to understand our numbers, our levers, and how we'll make money—I will say the factors that cause a business to succeed or fail are much more basic than most people think.

“In preparing for battle I have always found that plans are useless, but planning is indispensable.” ~Dwight D. Eisenhower~

I am now in an environment steeped in people launching small-business ideas. The factors I see that determine success have much more to do with the owner, their environment, and the idea's ability to generate cash quickly. After all...the only reason businesses fail is because they don't make money *fast enough*.

This is good news for you. Your drive, hustle, and ability to get obsessed will make more of a difference than anything else. You have the tools within to beat the competition. If you do more, press harder, and drive faster, you will rise to the top. People and companies become complacent all the time. There's always opportunity for you to win.

Phase 1: Offer Evaluator

Alright, head to tab one of the Business Evaluator spreadsheet and let's get started!

“An Ivy League Education costs about \$252,000 and will teach you exactly how to make a \$60,000 per year salary.” ~Bloomberg, 2015~

Exercise - Offer Evaluator

The purpose of Phase 1 is to explore potential businesses to *offer* to your market. This scorecard will allow you to think through success factors and rank your ideas accordingly. This tool will give you a great sense of which business ideas you can best bring to market. It makes up Phase 1 of 4 in terms of your business analysis.

After coming up with 10 business ideas, you will score each idea by the variables (columns) listed below. These scores will be multiplied to provide a comparative score. In each column, you'll assign a 1-10 score. I provide guideposts for scoring a 1, a 5, or a 10.

Download the [52X Business Evaluator](https://justingesso.com/evaluator) at justingesso.com/evaluator.

Here are the key variables (columns) you'll look at:

Offer description: List the 10 potential business ideas (services or products) you're considering selling. Describing each in a sentence forces you to clarify what you're really offering.

Skills: How well do your existing skills align with this offering?

- 1: I know almost nothing about this. I would need to build my knowledge about the core concept and then outsource all of the setup and delivery.

- 5: I understand this area and have strong skills in the core offering. I am not sure how to deliver it though (such as creating a website, marketing, fulfilling); I would need to outsource the delivery.
- 10: I have a very strong skillset in this area and also know how to deliver it end-to-end.

Interest: Rank your personal interest and excitement about this offering. Does it align with your mission?

- 1: Maybe I know how to do this and have strong skills here, but this just doesn't excite me at all.
- 5: I like doing work in this area well enough. If someone paid me good money, I'd gladly do it.
- 10: I obsess about this and would even do this if I wasn't assured payment.

Metrics: Rank your proven track record in this area.

- 1: I've never really done this in practice. I do not have testimonials or metrics to back up why I'm an expert.
- 5: Based on previous jobs and projects, I could probably scrape together a few testimonials and hard metrics (business numbers that changed as a result of my involvement) that would demonstrate my expertise.
- 10: I have led significant transformations in this area. I have hard-dollar figures demonstrating the value I deliver and clearly making me an expert.

Business: Can this offer be turned into a scalable or passive business?

- 1: This is a pretty specialized area that only I can really work. The end-to-end delivery would take all my time.
- 5: I can identify areas of this offering that could be picked up by automation and assistants. I could see running and growing this business but spending little time on the delivery side.

- 10: This is something that could be fully automated. I would only need to work on sales and marketing, but ultimately, this has enough strength that those functions could be hired out. This can be scaled.

Local: Are you able to offer this product or service to local people and businesses?

When you start a business, it is much easier to sell locally, in person, and to people who are part of your network or extended network. Additionally, this will give you the ability to see the customer in action and tweak your offering before going big and national. It's easier to stand out and start locally.

- 1: I don't really see this as something I could sell to my local network or local business owners.
- 5: It would take networking effort on my part, but I should be able to get a few local clients.
- 10: I know local people in my network who would benefit from this offering.

Competition: Rank your existing competition. We cannot be scared by competition; it's always there. But we should understand it. And remember, if you have a clear mission and are obsessed with it, you'll push further than 90% of the people. Others become complacent and are uprooted by new offerings all the time.

- 1: By doing a Google search for my offering, I see the front page covered with three paid placements (ads) or more. Pages one and two of the search results are littered with a mix of local and national companies in my space. Companies are competing on price.
- 5: There are 1-3 other local companies. Online searches yield some ads. Companies in search results are national, not local. Companies are competing on value and services, not price.
- 10: I'm not aware of anyone else delivering this offering. After doing some research, I'm sure most professionals and businesses don't have a reliable, qualified, local resource to use.

Validation: Do people want what you're offering?

- 1: I've asked around, but no one has provided a strong positive reaction or wanted to talk about my idea in much depth.
- 5: I've spoken with numerous people in my network who have validated this as a business need. Online market research has also validated there is a need.
- 10: I've talked to many people in my network. I've also talked to several target-business people. They seem very interested in this, have said it fills a gap, and are willing to pay for it—they see the return on investment. There is also a proven track record of people spending money in this area.

Time to Cash: How fast can you earn money?

- 1: Significant time and money investment is required up front. I can only earn back a percentage of the invested money this year.
- 5: Significant up front time or money is required, but I will be able to achieve positive cash flow within a couple of months with only a couple of customers.
- 10: Minimal startup capital is required. This is self-funding and can cash flow as soon as my first customer (from within my network) signs.

Sellable: Will you ultimately be able to sell this business (*can it make you rich*)?

- 1: No significant intellectual property, processes, or products will be created from this business. If I leave, the business falls apart.
- 5: A recurring revenue stream, minor product, and/or proprietary business processes will be created. I will capture some form of market share a competitor would benefit from buying.
- 10: Intellectual property will be created, ideally covered by patents. The business can operate and grow without me.

Score: On the far right, you'll see a score that is calculated by multiplying each column value together. The higher the score, the better the chance for fast success.

Offer Evaluator Takeaways

Now that you have the columns filled out for a number of ideas, what thoughts and takeaways do you have? Do some of your ideas score strongly across the board?

Creating a successful business requires the right foundation. The points of evaluation in this phase help you understand the strength of your foundation. If you do not have an idea that jumps off of the page, take the time to find other ideas before moving on. Do so by talking to your network or reaching out to me at justin@justingesso.com.

Phase 2: Customer Evaluator

Phase 2 of business-idea evaluation looks at your customer base. Your customers will make or break you, so we need to know if the right customers are in your future.

“There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.” ~Sam Walton~

Exercise - Customer Evaluator

Spending big dollars on marketing and sales paves a risky, long road to building a business from scratch. But what if there's a better way? This portion of the 52x Business Evaluator is similar to Phase 1, but rather than evaluating your business ideas, you'll evaluate the strength of your network. When you rely on people within your network to grow your business, life is easy. You don't need to sell. You don't need to market. Your network does it for you.

Because I know this, I spend my time working on my network and relationships. It doesn't feel like selling to me. People get to know me, trust me, and understand what I do. If they need services I provide, using me is a no-brainer for them. Likewise, they gladly market my services on my behalf—often without even realizing it. Referrals of this nature are gold.

Forget pseudo science...this is how you make real magic happen.

While networking wasn't easy or natural for me, there are ways to approach it that work even for people like me and maybe you.

Quick quiz...what's the answer to these questions:

- Whom will you partner with?
- Who will beta test your products and services?
- Who will provide funding?
- Who will give you testimonials?
- Who will buy from your business?

The answer is people in your network. You need a strong network, and you need to double down on your efforts to improve it today. You need a strong network and you need to double down on your efforts to improve it today.

The purpose of this is to target an initial set of customers to pitch and work with for the concept of your offer (products or services). This scorecard will allow you to think through factors and rank accordingly. Once you've scored this phase of the Business Evaluator, you'll uncover the overlay between your business ideas and your network, allowing you to choose the right business for you.

Businesses versus consumers

Customers can be either individuals or businesses. Selling to either is perfectly viable. In the Phase 2 exercise, you'll see them referred to as:

- B2B: Business to Business (your business is selling to a business).
- B2C: Business to Consumer (your business is selling to a consumer).

The ranked factors in Phase 2 all apply, whether you are pitching to B2B, B2C, or some hybrid. If the questions don't apply perfectly to your customer type, adapt the spirit of the question to your scenario the best way possible.

Customer Name: Identify the specific person or group of people you'll sell to. Come up with at least 10 to evaluate. This could be "Jim" or "Real Estate Agents at XYZ Realty." People and groups are your rows.

Mapped Offers: Which offering(s) of yours would this person/group be interested in? These are the offerings you listed in Phase 1.

Money: Rank this customer's ability to spend money. Does your customer already have a budget for what you're selling? If so, all you need to do is convince them to spend that budget on you. If not, you need to persuade them to create the budget and spend it on you. Go where the money is.

- 1: If B2B, they are a small, local business that sells low-dollar, low-margin items. They don't seem to do much marketing and aren't using the latest tech. If B2C, they are struggling with finances and unable to spend discretionarily.
- 5: This customer spends a good amount of money on things like advertising (B2B) or personal improvement (B2C). They have nice, updated items, such as offices, equipment, cars, and clothes.
- 10: This customer gets excited by new investments and ideas. They jump all in. They are growing, and everyone knows it. If B2B, I am good friends with the person who controls this money.

Influence: Rank your degree of influence and personal connection with this person.

- 1: This customer doesn't see me as an expert in this area. I'm not very close with them.
- 5: This customer is aware of me and has an idea of my background. If I gave them some metrics and testimonials, I could convince them of my expertise, and I believe they'd listen to me.
- 10: This person already comes to me for advice. They know me, and they know my background. In fact, they should be paying me already.

Local: Rank this customer's accessibility to you.

- 1: They are out of state or the country. If B2B, they may have local presence, but the decision maker is not local; the people I'd work with are not all local either.
- 5: The people I'd work with are local, and they have strong influence over the decision maker.
- 10: The decision maker and operations people are local. Everyone I'd work with end-to-end is physically close, and I'd be able to spend time directly with them to tweak and improve my business.

Network: How well connected are you to the decision maker?

- 1: I do not know the decision maker, and I don't have someone who can readily introduce me.
- 5: I have a strong connection in my network who will introduce me to the decision maker.
- 10: I am very close with the decision maker.

Need: Does this customer need what you're offering?

- 1: They would need convincing to realize they need my offering.
- 5: It seems like they are aware my offering would help them, but they'd need to be convinced to spend money on it.
- 10: This customer realizes they need help in this area and are already spending money on it in one way or another. The budget and need are there for me already.

Growth: Is this customer growing? This is similar to the money rank but looks at the longer-term picture. Look at how this customer invests in their own improvement. Are they "going places," or do you see them stagnating for the next five years?

- 1: If B2B, this customer is falling behind in many ways, and I do not see them still being around in five years. Their office and equipment are outdated. The owner is

participating in many operational aspects of the business. If B2C, this customer will be in the same job or worse in five years.

- 5: This customer seems to be an up and comer. They are investing now to overtake existing competition and improve. If B2B, they are hiring. If B2C, they are improving themselves, are in shape, and are constantly seeking better employment.
- 10: If B2B, this customer dominates the market and are ensuring they stay there. They have a large marketing and sales budget. There are local economic factors that reinforce growth for their services in the foreseeable future. If B2C, this person is rapidly ascending, both professionally and personally. They are pursuing investments outside of work.

Customer Evaluator Takeaways

People are going to buy your product or service. Businesses fail because money doesn't come to them fast enough. People are the lubricant. When businesses fail, their owners talk about all sorts of technical reasons and causes. But what I see time and again is the right *people* were not in place: people were not adequately considered when the business idea was being formulated. When a business takes off, it's because of deep relationships in the right area. Don't underestimate the importance of this exercise and the impact it will have on your ability to make money quickly.

Do you have someone who will readily buy into your idea and make you profitable from day one? Or are you going to have to market, sell, chase down clients, and hustle for *months* before you see your first penny? If you are unable to leverage your network in your business startup, you may not be on the right playing field. Either look for another idea or invest the time to improve your network in the right areas.

Phase 3: Competitor Evaluator

Competitive analysis is a critical component to understanding how you must position yourself. I can almost guarantee you will have competition...and probably a lot of it.

Competition alone should not stop you though. In fact, having others pave the path, create the audience, and make the mistakes can be very beneficial. Competitors can save you huge amounts of startup time and money. But, there are certain factors to watch out for. This phase will help you gather data, understand the landscape, and identify if any actual red flags exist.

“It is nice to have valid competition; it pushes you to do better.” ~Gianni Versace~

Exercise - Competitor Evaluator

Some of the top excuses I hear from people who don't follow through on their ideas are:

- “It's already been done.”
- “If only I did it first.”
- “I could never compete with so-and-so. I don't have that kind of money, time, name, brand, resume, background, authority, funding, family, or whatever...”

While it's easy to stall due to competition, I have the opposite reaction, and so do the other successful business owners I know. Competition is exciting! Competition means:

- It can be done.
- Someone else has already made mistakes and adapted.
- I don't have to start from zero.
- I have a model to work from.

The fact that competition exists validates your business idea and gives you a place to start. If a competitor is doing well, that tells you it can be done!

You don't need to waste years learning your market or tweaking pricing. Instead of building an entire market from the ground up, your job simply involves hopping on the train, carving out a specialty, and doing just one thing better than the other guys.

Of course, some aspects of competition may invalidate your business idea, but if you did the "Customer" portion in the Business Evaluator and still made it this far, your idea has legs. Alright, head into the Phase 3 tab, and let's get rolling.

Competitive data to collect

Before you move on to the next week, you need some basic data about your competition as you do your research. This will help you with the financial modeling.

For this research, I recommend utilizing your network first and the internet second. It's worth taking the time here to figure out how others are playing in your market. And if you can't find a company or person doing exactly what you're doing, find something similar. For example, maybe I want to sell an online course on making beer. I probably won't find much data on this topic specifically, but through an online search, I can get general information on selling online courses.

You will have to estimate as well. Use educated guesses, extrapolation, and ranges to figure these data points out as best as possible.

Pricing: How do your competitors make money? Is there fairly established pricing for what you plan to offer? Make sure to shop the major competitors. If you're offering a service, you may need to call them to do this research. How is pricing typically determined? Is it per hour, per project, per unit?

Units Sold: If you have the pricing and can determine their annual revenue or sales volume, then you can then estimate how many units they are actually moving using simple division. This is easier if the company is publicly traded, as the data will be readily available. But if not, research will likely turn up a CEO discussing their company size, sales figures, or some other data point that will clue you in.

Margin: Margin is the profit ratio. Of sales, how much money is that company keeping? If the company isn't publicly traded, you might need to do a bit more digging. Through a simple Internet search, you can also find typical profit margins based on industry and firm size.

Profit: Using the prior three columns, you should be able to calculate a rough profit estimate for this particular offering. This is calculated on the sheet for you.

Growth: By what percentage are your competitors growing? Again, this is much easier to determine if major players are publicly traded companies. You can look at their stock-price chart, look at shareholder reports, and find analyst views. You can also check sites such as LinkedIn, which will show company data on revenue and employee counts over the years.

As a last resort, you can use industry-growth numbers or the growth of some consumer-behavior indicator (e.g. "the demand for xyz services is expected to grow 37% over the next three years"). Try to get a year-over-year percentage growth.

If any company's growth is 20% or more, that indicates ample room for competitors to play.

On the other hand, negative growth is a sign of weakness. If most companies in this market are stagnant or shrinking, that is a sign of a tough market and prospect.

Locality: How many local companies exist in your town? Are they big? Do they advertise heavily? With moderate time and effort, can you stand out?

General Observations: As you do this research, be sure to jot down what the companies do and don't do well. Every company has its weaknesses, maybe because they're too big, too slow, and not responding to the market fast enough. Find opportunities to exploit, niches to carve, and areas to avoid. Maybe they're missing the needs of a key market audience. Also capture any best practices we can put in place at your business. I expect, during your research, you'll take many more notes than can fit here. Be sure to capture additional info in a notebook.

Competition red flags

While doing your research, if anything from the following list comes up, consider it a serious cause for concern. Unless you have a strong reason otherwise, I'd recommend scrapping the idea and moving on to the next (which should not be an issue thanks to your large idea list!).

- **Price Competition:** A significant cause for concern is when companies in a particular area compete only on price. You want to be in a position where you're competing on value, features, and ability to deliver. Competing on price is a bad sign because it means that product or service has become a commodity. You will have a hard time standing out, and the winner will be determined by who has the cheapest and most efficient delivery chain. That's not where you want to play. Trying to grab customers here will be a major challenge.
- **Revenue Secondary:** Similar to "price competition," another common situation companies get themselves into is providing their services for free to build a customer base now and hopefully sell later. The *hope* is to make money off of upsells, advertisements, or premium services. Think how many free online services you use. While this model can work (e.g. Google and Facebook), it takes a massive investment, and time-to-revenue can take a long time. If you want to start a business and profit this year, go where the money is now.
- **Bad Customers:** Are you able to gain insight into these companies' customer base? This is especially possible if your business can be operated locally. Go back

and look at the variables in Phase 2 of the Business Evaluator. How do your competitors' customers score? Do their potential customers have money, and are they happy to part with it in exchange for these services? If not, that's a red flag.

Decision point

Alright, you've done some research on your competitors and have been on the lookout for red flags. If you've uncovered red flags or other problems, you just need move on to the next idea.

If, on the other hand, you don't see any red flags, then this is getting exciting! You will proceed to the next and final phase of the Business Evaluator. You also have keen insight into which models your business can follow and which opportunities you must exploit.

Phase 4: Money Evaluator

The last phase of the Business Evaluator checks to ensure you know how your business will make money and how much it can generate.

“Businesses fail first and foremost because their ideas weren’t sold quickly enough and in quantities great enough, and therefore they ran out of money.” ~Grant Cardone~

Exercise - Money Evaluator

As odd as it may sound, truly knowing how you will make money is a surprisingly overlooked facet of kicking off a business idea. I mean *really* knowing how you will make money—knowing how you will make money quickly; knowing who will give you the money; knowing the key variable to focus on to increase money; knowing the one activity to do every day to make money.

Remember, businesses fail because they don’t make enough money fast enough. It’s no more complicated than that. I hope you have an incredible business idea that you’re passionate about. It’s something that excites you. It creates massive value for your customers. It does much more for you and the world than just generate money. But guess what. If you don’t have the money part figured out, your business idea will never blossom. It will never have the opportunity to add value to millions of people. It won’t have the opportunity to change your life. You have to focus on the money. So let’s do it!

Head over to the last tab of the Business Evaluator. By now, you should have whittled down a list of 10+ business ideas to a select few. Here are some final items to look at:

Unit Name: What do you sell? What value are you adding to people? You need to specifically define this. Are you selling a book, a knowledge product, property management services, marketing services? If you’re selling more than one product or service, list them on separate rows, but keep it to three or fewer. One of these products

will probably make up 80%+ of your sales. I recommend focusing on just that one to start.

Price: How much do you charge for this product or service? You will test pricing in the future, but you should have a good placeholder idea for price thanks to the research you did in Phase 3. If you are offering a service, don't put an hourly price here—put a per-project price. For example, if you're starting a marketing-consulting service, don't focus on how much you'll charge people per hour: look at what you believe the average project will bring you. Again, use the 80% rule here to capture the most common scenario.

Monthly Units Sold: How many of those items will you sell per month? This is a number, along with price, that you can play with to model out different scenarios.

Monthly Expenses: What do you expect your monthly expenses to be? How much do you need to spend on office, technology, and advertising costs? Will you need human assistance? Humans are expensive! Attempt to estimate monthly expenses. A few tips:

- I recommend taking your estimated expenses and then multiplying the final number by somewhere between 1.5 and 2, depending on how confident you are. In other words, people generally estimate low, so add about 50% to 100% to your estimate.
- If you cannot reliably estimate your expenses, search the Internet for “profit margins by industry,” or leverage your research from Phase 3. Searches such as this should return results on typical expenses and margins. You may need to dig a bit to understand where you'll fall in these ranges. Established companies likely have tons of overhead in terms of management, buildings, and more, but also have efficiencies of scale; regardless, it's a valuable benchmark and starting point for your projections.

Pre-Tax Profit: Alright, this is a simple calculation on the sheet. This is your profit minus your expenses. Nice! Play with “Price” and “Monthly Units Sold” to see how this number changes. For comparison's sake, when you take a job or receive a raise, you are

thinking about *pre-tax* salary. So this number is the one most people think about when it comes to how much money they make.

Tax Rate: When you're a W-2 employee, it's easy to forget about taxes. They're magically pulled out of your paycheck every month. Running your own business is different. Handled properly, by running a business, you will likely pay *less* tax; however, you must be deliberate about tracking and paying it. To estimate a tax rate, do an Internet search for "business and individual tax rates." Better yet, contact a CPA, tell them what you're up to, and be confident about the number you put here. Most CPAs offer a free introductory hour session.

After-Tax Profit: Here's your final calculation. This is what actually goes in your pocket.

What's missing?

It's at this point that traditional business analysis would project into the future. That is, you estimate how sales and expenses change over time. You'd probably do a five-year projection. But, you might notice I include no time component in the 52x Business Evaluator. That's very intentional.

Typically, business cases estimate big expenses coupled with low sales volume at the start of a business. Other large expenses continue intermittently (perhaps moving to a bigger building, hiring management, investing in higher-volume machinery, etc...). Sales climb over time. And eventually, you may sell the company. That figure can also be calculated. This type of analysis produces year-over-year charts that look great on paper. You can also sum up the entire existence of the business into an IRR (internal rate of return) value. I've done this sort of analysis alongside other business experts countless times.

But...

...as I alluded to at the start of this chapter, I have yet to see it pan out. Before you launch and test a product, you are betting on how it will perform for years into the future. You are assuming you can reliably predict customer behavior, the competitive landscape, macro-economic events, and so much more.

I do not use this sort of view before launching a business or offering. Apart from being relatively futile, *it becomes an excuse for not making money now!*

If it looks like we may lose money this year, but I can project profit next year and massive millions of dollars in three years, well maybe I have the best business idea yet. And if it doesn't pan out, it wasn't my fault. Maybe we hired the wrong sales manager. Or, competitor XYZ just came out of nowhere. Projecting future profits is dangerous and full of unknowns. It's an excuse.

When is the future compelling?

While I'm driving to the point of "profiting now," there is a very compelling reason to think about the future—recurring revenue. If you sell something once, and it continues to bill on a monthly or other recurring basis, that is exciting. Go ahead and graph your growing sales volume over time. It can really be amazing.

However, I want to caution you not to lean on this as a crutch. Just like any other outlook modeling, the further out you go, the more unknowns you have. I hope recurring profit makes you rich, but don't rely on it to make profit now.

Lastly, the more secure you are financially and business wise, the more risk you can afford to take. If you have great income and successful businesses under your belt, you may be willing to take on the risk involved in a long-term business case. You may be just fine spending a large amount of money and years of work to have a huge payoff five years from now. But for most of us, stick to that which doesn't rely on multi-year projections.

No excuses--profit now

I'm going to emphasize this one more time: businesses fail because they don't make enough money fast enough. Period. I want you to succeed. I want you profit now.

Don't let future profits justify a business. Before you know it, you'll be six months down the line hanging out with your justifications and excuses:

Just six more months...

As soon as we get this new version launched...

We're trying something new to improve conversion rates...

To profit now, we need to be *now oriented*. And we need to focus on what you can control now. And in fact, there are some ways we can evaluate the numbers from a now orientation. Here are some questions to get you thinking:

- Go back into the spreadsheet and play with the numbers, particularly “units sold.” How many units do you need to sell each month to be profitable?
- What happens if you double that number?
- Does that sales quantity seem reasonable?
- What tasks and activities can you start immediately to begin hitting those numbers?

Alright, this was Phase 4 of your business evaluation. You've looked at your offering, your customers, your competitors, and the details of your money. A single business idea should have bubbled to the top. It shows terrific promise across all four phases. You should have great clarity into why it will succeed and what you need to do in order to make that happen.

Business Selection Checklist

We just completed the 52x Business Evaluator, but we covered a lot of ground, so let's perform a couple more checks to ensure nothing fell through the cracks. We also need to ensure you know how your business will make money and that you know the single variable that will determine how much it will generate. This will be your "Business-Selection Checklist."

"A checkride ought to be like a skirt, short enough to be interesting but still be long enough to cover everything." ~Aviation Wisdom from Unknown Source~

We'll also close Part III with a "Pre-Flight Checklist" that will review your progress from Parts I, II, and III of this book. Burying your head in the detailed analysis of a business idea can cause you to lose sight of the bigger picture. So let's ensure all of your personal fundamentals are still in place, setting you up for the best launch possible.

Exercise - Engines Start Checklist

Alright, here you are—standing outside of your new business. You've done a ton of introspection and work to get here. Your business is ready for you to hop in and start it up. Are you ready?

Run through these questions and make sure you can respond with a resounding YES to each.

Offering Checklist

Does your business idea:

- Excite you?
- Allow you to sell face-to-face locally, even if you plan on going global?

- Solve a problem for people who are ready to buy your service/product?

Customer Evaluator

Do your potential customers:

- Have enough money to liberally spend on your offering?
- Have decision making authority?
- Trust you to deliver?
- Have local operations you can visit?
- Have strong growth?

Competitors Checklist

Do your competitors:

- Provide a success model you can follow?
- Compete on value instead of price?
- Charge for all of their services as opposed to attracting customers with free services?
- Have the type of customers that score well on the Customer Evaluator?

Money Checklist

Does your business:

- Have a specific unit you will sell?
- Have a path to make profit immediately?

Stop!

Did you pass? If so, awesome...time to climb in and start that shiny new business up.

If not, spend more time working on ideas. If you're stuck on a particular aspect of the Business Evaluator, contact me at justin@justingesso.com, and let's work through it.

Exercise - The One Thing

As you work the Business Evaluator all the way down through the checklist, you will uncover that once you have a good idea with the right fundamentals, there is *one thing* that will determine your success—the number of units you sell. The secret sauce behind any great business is sales. End of story.

Through the 52x Business Evaluator, we've determined your business has potential. You have no excuses for failure...except *your* ability to sell. And for you to be able to sell, you must be obsessed with your idea. You must be contagiously enthusiastic. You must hustle.

If your idea checks out on paper, you need to ask yourself if you are sold on the idea. *Are you sold?*

If you're not completely, undeniably, absolutely obsessed and 100% sold on your business, no one else will be either. People won't buy your product. Your marketing copy won't inspire conversation. People won't want to come work for you. Though it's a great idea, your business will flop.

Just because your business idea checks out on paper and withstands the evaluation test doesn't mean it will be a success. You must be personally sold on it.

Sell yourself and the business will take care of itself

Knowing “the one thing” that determines your success up front allows you to build a massively successful business. Why? If you ask yourself if you're *sold* at every step of the way, you will build quality into your service or product. You will have something you're

proud of...end-to-end. You will be so sold, you won't even feel like you're *selling* when you're selling.

This is also how you'll beat your competitors. No matter how tough they may seem, you can be more sold on your product. Because you're sold, you will sell to others better. You will go further. You'll push harder. You'll make it happen and exhaust your competitors.

Are you sold on your idea?

How to Connect

Look, I'm dedicated to growing the businesses of millions. I'm committed to inspiring people to leave the grind behind and achieve their own excellence. I want to hear your story. I want to connect. Here are some ways:

- justin@justingesso.com
- [facebook.com/justingesso](https://www.facebook.com/justingesso)
- twitter.com/justingesso
- <https://justingesso.com>

And of course, you have to go buy my book bestsellers “[Leave the Grind Behind](#)” and “[The Book on Small Business Ideas](#)” on [Amazon.com >>](#)

I know you'll love it. Thanks for reading,

JUSTIN GESSO