



# Business Stage Worksheet





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How long have you been in business?

- ☐ 0 months - 6 months
- ☐ 6 months - 2 years
- ☐ 2+ years

Do you have...

- ☐ a website?
- ☐ social media accounts?
- ☐ a podcast?
- ☐ a YouTube channel?
- ☐ a podcast microphone?
- ☐ video equipment?

How big is your audience?

- ☐ 0-100
- ☐ 100 - 500
- ☐ 500 - 2,000
- ☐ 2,000 - 10,000
- ☐ 10,000+

What stage is your product in?

- ☐ No product or clear idea yet.
- ☐ I have a clear idea and maybe a few plans.
- ☐ It's in progress but not finished.
- ☐ I've created a prototype or beta version of my product.
- ☐ My product is ready to go, but I haven't yet successfully sold it.
- ☐ I have a product that I've successfully sold to a few people.
- ☐ I have a product that I've successfully sold to 10+ people.



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What type of product are you selling?

- ☐ Online course
- ☐ Group coaching program
- ☐ 1:1 coaching program
- ☐ 1:1 service
- ☐ Agency service
- ☐ Physical product