

# Survive And Thrive Analysis Tool

Warren Buffet once said: "I'm fearful when others are greedy and greedy when others are fearful." Use this tool to create huge opportunity for yourself by leaning into your fear and creating the next actions to move you from **surviving to thriving**.

GENIUS  
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Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Survive

<b>30 Days Income</b>       Total: \$	<b>Expenses</b>       Total: \$	<b>Action(s)</b> <i>What can I do to increase revenue? What expenses can I eliminate, reduce or defer?</i>
<b>60 Days Income</b>       Total: \$	<b>Expenses</b>       Total: \$	<b>Action(s)</b>
<b>180 Days Income</b>       Total: \$	<b>Expenses</b>       Total: \$	<b>Action(s)</b>

## Thrive

What can you do right now to prepare? \_\_\_\_\_

How can you add clients/customers by marketing when your competition is scared? \_\_\_\_\_

In what ways can you keep your existing clients/customers? \_\_\_\_\_

What sales and marketing efforts are available to me right now? \_\_\_\_\_

What referral joint venture partners can I leverage? \_\_\_\_\_

Self-Care (List 3 things you can do for self-care: meditate, yoga, sleep, etc.) \_\_\_\_\_

Top 3 Takeaways: 1) \_\_\_\_\_  
2) \_\_\_\_\_  
3) \_\_\_\_\_