



Snap a picture and text it to (480) 418-8105 and we'll put a copy of your completed tools in your private "My Tools" section of the Membership Site for you!

The most successful products and services are those that are E.L.F: Easy, Lucrative, and Fun for everyone.

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

**1** WHAT IS THE MOST PROFITABLE THING YOU DO THAT IS ALSO THE MOST ENJOYABLE?

Blank space for answer to question 1.

**2** WHEN YOUR COMPANY HAS THE HIGHEST CONFIDENCE, WHAT IS IT DOING AND WHO ARE ITS CLIENTELE?

Blank space for answer to question 2.

**3** WHICH OF YOUR CLIENTELE PROVIDE YOU WITH THE MOST MONEY AND GREATEST SATISFACTION?

Blank space for answer to question 3.

**INSIGHTS:**

**NEXT ACTION(S):**

Blank space for insights.

Blank space for next actions.