

The Naughty Entrepreneur Checklist

- You have the Lone Ranger mentality; I can do it on my own.
- I know it all.
- I can't do it until I learn more.
- I take on too many tasks.
- I micro-manage.
- I'm great at starting things, but not completing them.
- I don't prioritize.
- I follow shiny objects.
- I do the same thing expecting different results. (Yes, you may be insane) 😊
- I don't analyze my business.
- I don't market my business.
- I expect people to find ME.
- I don't follow-through or follow-up.
- I make promises I can't keep.
- I just can't seem to say no.
- I blame my lack of results on my circumstances and not myself.
- I'm too busy.
- I don't have enough time!
- I don't have enough money to invest in my growth.
- I don't have a business development day.
- I think website optimization is something left for the professionals.
- I always go the free route.

- I'm constantly looking for shortcuts.
- I don't take consistent action.
- I don't survey my list.
- I don't have a well thought out plan.
- I play the victim to my circumstances.
- I expect others to "get" me.
- I pretend to have it all under control.
- I think Social Media is a waste of time.
- I play Russian Roulette with my business.
- I don't seek out strategic alliances.
- I don't educate my family and friends on what I'm up to.
- I don't have the right and efficient systems in place.
- I don't have a mentor.
- I don't keep track of my stats.
- I create products and services I **think** my prospects want.
- It's all about me!
- I don't know who my target audience is.
- I don't evaluate my monthly and yearly financial goals.