

Real Business Audit

the workbook



RACHEL BRENKE

Meet Rachel Brenke

Helping female entrepreneurs have a real biz and real life



I am not your average entrepreneur.

As a business consultant, intellectual property attorney, wife of disabled Army veteran, mother to five, rescuer of puppy dogs and founder of multiple 7-figure brands.

My mission is to help women have a real business so they can have the real life they desire.

This includes physical, emotional and financial freedom.

Hey
friend!

My digital brands have gained more than \$10 million dollars in revenue -serving thousands of entrepreneurs in over 50 countries.

These revenue numbers don't include the brick-and-mortar business success I've achieved in a variety of industries.

I have been featured in and sought after by large media networks such as Forbes, TedX, Business Insider, Yahoo Finance, and more!

I was also featured on NBC Sports network for my Ironman World Championships debut and was a featured athlete for my professional and personal successes.

When I'm not building my own success (and helping female entrepreneurs do the same), I can be found competing with Team USA, traveling with my family, and breaking out of escape rooms.

I am living my real biz, real life.

And to think it all started with a cancer diagnosis and a laptop.



How-to

Use this workbook

Hey, go-getter!

This is an exciting time. You're on your way to making sure your business is on the right track!

But, I also want you to know how proud I am of you. You see, many entrepreneurs are just trying to wing it - but not in a "motivational, under-dog will succeed" kind of way. Instead, many of them are just jumping from one idea to another without a plan. The result? No real business, no real life.

But, you're not one of them. So let's get started!

Using this workbook is relatively easy!

- **Fill out workbook**
- **Create a priority to-do list from your answers**
- **Schedule a monthly review of these items**

THERE IS NO POINT
IN **BUSINESS**
IF YOU DON'T HAVE
THE **LIFE** YOU WANT.

BUSINESS AUDIT

The Questions

Figuring it out

How do you define your Real Biz?

What do you see when you picture your Real Life?

The Questions

Figuring it out

What is one decision you made in the last year that progressed your business closer to your Real Biz?

What is one decision you made in the last year that held you back from being closer to your Real Biz?

The Questions

Figuring it out

How much revenue did you bring in the last year?

Break this out by offering if you can.

How much money did you bring home in the last year after expenses?

The Questions

Figuring it out

What is an area of your life where you do not feel confident?

What are you going to do to fix this?

The Questions

Figuring it out

What is an area of your business where you do not feel confident?

What are you going to do to fix this?

The Questions

Figuring it out

How much money do you need to bring home?

What is an activity that could get you a quick \$10k in the next two months?

Welcome

What is "WORK"?

WORK stands for worth, obligation, responsibilities and keys.



W – What is the worth of this action to your biz?

This is how you determine how valuable this checklist item is to your business. *For example, how much investment do you want to put into separating your personal from business liability in your formation or insurance selection?*



O - What is your obligation?

This is where you determine your obligation to yourself, government and your client. *For example, taxes are a legal obligation you must register for and pay.*



R - What is your responsibility?

This is where you determine your responsibility to yourself and others. *For example, you have a responsibility to yourself to ensure you're protected.*



K - What are the keys? This is where you will outline how you'll achieve the WOR that suits your business needs, desires and financial resources.

The Key

Make it happen.

Set a “key” (a deadline) for when you will turn that key to make this checklist item happen.

And remember, this isn't a set it & forget it project. Use this checklist often for routine evaluation and to make sure you do not get overwhelmed.

If you have further questions just reach out to www.rachelbrenke.com



Biz Strategy *Formula*



W



O



R



K



Define what a real business is to you



Define what a real life looks like



Identify your consumer avatar



Develop your unique serving position



Simplify your offerings

Self Care

Making a plan



W



O



R



K



Identify your three main rocks



Create financial goals (1, 3 and 5 year)



Identify a daiily self care activity



Set 3 goals for self-rewards

Marketing Content *Formula*



W



O



R



K



Identify your runway length (i.e. monthly, quarterly)



Identify key offerings



Identify "interrupter" key offerings

Brand Elements

Identify 3-4 of each



W



O



R



K

☐

Visuals

☐

Values

☐

Venues

Taxes

Filing & Org



W



O



R



K

☐ Identify the type of taxes you are to remit

☐ Create an organizational plan

☐ Get a CPA assessment

☐ Calendar reminders for taxes due

Finances

Making a plan



W



O



R



K



Create a year-long financial plan



Create a list of all expenses



Eliminate unnecessary expenses



Add savings line items to budget

Legal Setup

Entity



W



O



R



K



Decide on a legal formation



File the appropriate documents



Receive confirmed documents and certificate for business



File for a federal EIN



Execute Operating Agreement/ByLaws

Types to choose from:

- LLC
- Corporation
- B-Corp
- Partnership

Legal Setup

Insurance



W



O



R



K



Evaluate current policies, if applicable



Get quotes from 3 places for each type of insurance needed



Scan all copies of policies for reference



Calendar a renewal reminder

Types needed:

- equipment
- liability
- cyber

Legal Setup

Contracts



W



O



R



K



Identify documents needed



Outline business policies and
protections



Purchase template and/or have attorney draft from
outline



Schedule to review contracts
yearly

Documents needed:

- Website Terms & Privacy Policy
- Services/Purchase Agreement
- Intellectual Property Acknowledgement

Brand Protection

Trademark



W



O



R



K



Identify protectable brand elements



Do proper searches to ensure not infringing



Get lawyer to do trademark search and application



Implement proper trademark policinig

- Name
- Logo
- Slogan

Brand Protection

Copyright



W



O



R



K



Identify protectable brand elements



Ensure you own the brand elements



Register copyright with Copyright.gov



Implement proper copyright management strategy

- Website text
- Photographs
- Videos
- Logo

For more ways to grow + protect your biz



I truly hope that this comprehensive business checklist helps ensure you have crossed all the t's and dotted all the i's.

Each piece discussed here is a hot topic for business owners.

xo
Rachel