

## PUMPKIN PLAN SWEET SPOT ASSESSMENT

1. My clients and prospects never question or ask me to lower my prices

*Never True*

*Always True*

1  2  3  4  5

2. My clients and prospective clients do not compare my prices to others in my industry when making purchasing decisions.

*Never True*

*Always True*

1  2  3  4  5

3. My clients and prospects believe my offering is worth paying a premium for

*Never True*

*Always True*

1  2  3  4  5

4. I have a defined client niche that loves what I offer

*Never True*

*Always True*

1  2  3  4  5

5. I know exactly who my best customers are and what they want and need

*Never True*

*Always True*

1  2  3  4  5

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# PUMPKIN PLAN ACTION \$ GUIDE

6. My marketing is highly effective at bringing in new clients

*Never True*

1

2

3

4

*Always True*

5

7. My company can run effectively without me

*Never True*

1

2

3

4

*Always True*

5

8. I can grow my business without working longer hours

*Never True*

1

2

3

4

*Always True*

5

9. I delegate all tasks that do not require my expertise to others

*Never True*

1

2

3

4

*Always True*

5

We will contact you shortly to share the results of your assessment with you.

NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

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