



## Mavericks Playbook

# Your Agency GPS™ Scorecard

Your Agency GPS™ Scorecard will help you assess the performance of your business against each of the Agency GPS™ projects, and identify your biggest opportunities for improvement.

# Your Agency GPS™ Scorecard

Your Agency GPS™ Scorecard contains example criteria you can use to assess your performance in each of the 9 Agency GPS™ projects.

Determine your Elevation score for each project and plot them on the scorecard to identify which projects provide your biggest opportunities for improvement.

This is a useful activity to complete prior to preparing your Agency GPS™ Flight Plan.

Revisit your Scorecard every quarter to note any changes, and identify the projects you should work on next.

FOUNDATIONS

AGENCY GPS SCORECARD



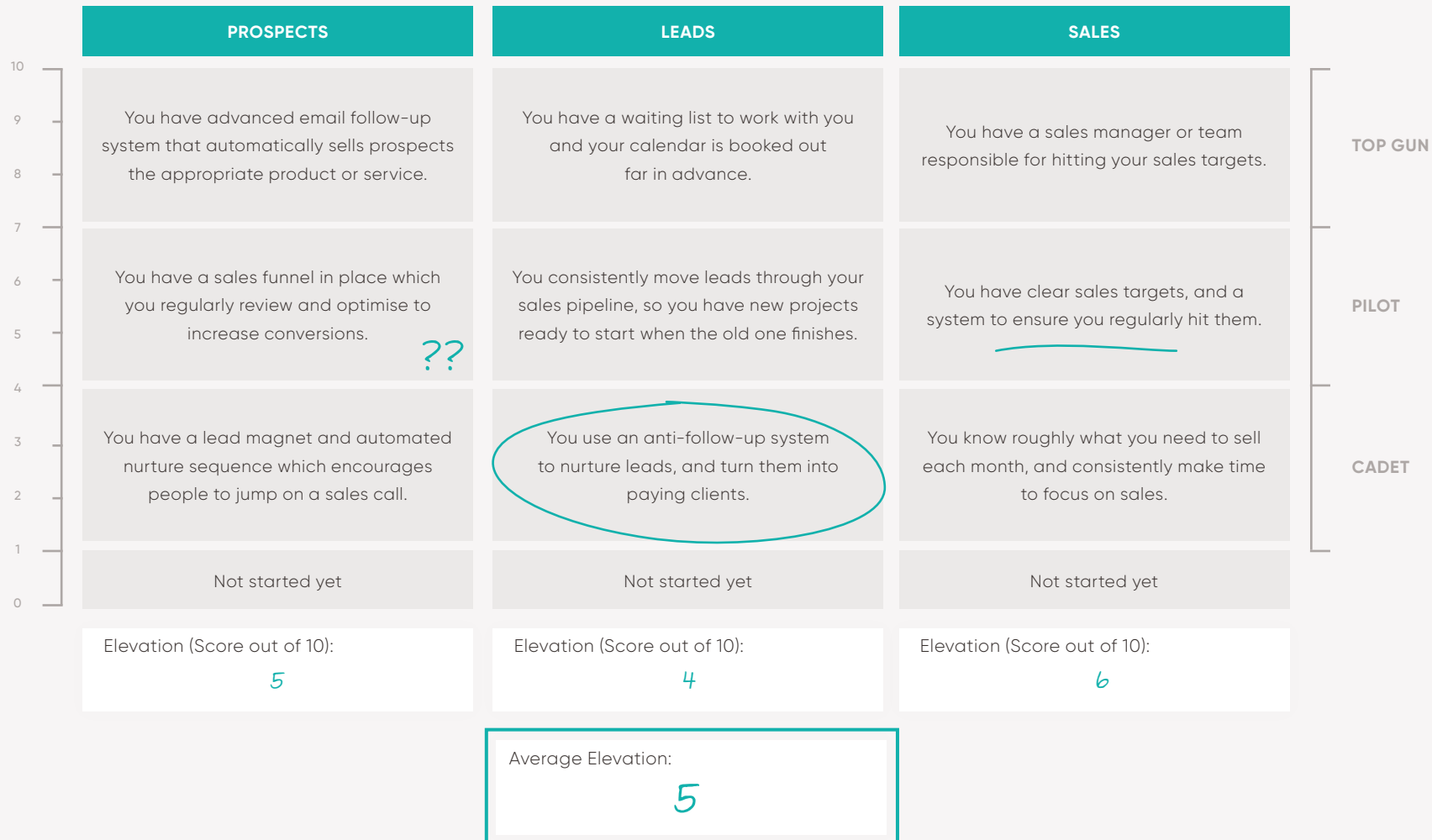
# Your Agency GPS™ Project Score – EXAMPLE

FOUNDATIONS

AGENCY GPS SCORECARD

## UPGRADE ON RAMP

Improve your process for turning leads into sales.



# Your Agency GPS™ Project Score

FOUNDATIONS

AGENCY GPS SCORECARD

## UPGRADE ON RAMP

Improve your process for turning leads into sales.

	PROSPECTS	LEADS	SALES	
10				
9	You have advanced email follow-up system that automatically sells prospects the appropriate product or service.	You have a waiting list to work with you and your calendar is booked out far in advance.	You have a sales manager or team responsible for hitting your sales targets.	TOP GUN
8				
7				
6	You have a sales funnel in place which you regularly review and optimise to increase conversions.	You consistently move leads through your sales pipeline, so you have new projects ready to start when the old one finishes.	You have clear sales targets, and a system to ensure you regularly hit them.	PILOT
5				
4				
3	You have a lead magnet and automated nurture sequence which encourages people to jump on a sales call.	You use an anti-follow-up system to nurture leads, and turn them into paying clients.	You know roughly what you need to sell each month, and consistently make time to focus on sales.	CADET
2				
1				
0	Not started yet	Not started yet	Not started yet	
	Elevation (Score out of 10):	Elevation (Score out of 10):	Elevation (Score out of 10):	
		Average Elevation:		

# Your Agency GPS™ Project Score

FOUNDATIONS

AGENCY GPS SCORECARD

## INCREASE INFLUENCE

Grow your reputation as the 'go to' expert in your niche.

	CREDIBILITY	CONTENT	PARTNERSHIPS	
10				
9				
8	You are recognised as a global authority in your chosen niche.	You publish content across multiple channels (ie. YouTube, Podcast, Blog, FB Lives) that positions you as an authority.	You are regularly sought out for keynote speaking engagements, guest appearances and content joint-ventures.	TOP GUN
7				
6	You are recognised by others as an expert in your chosen niche.	You publish content on at least one primary channel (ie. blog, podcast, YouTube) in help build your authority.	You actively pursue opportunities to speak at other people's events, or guest post on someone else's blog.	PILOT
5				
4				
3	You have a website that positions you as an expert in your chosen niche.	You consistently create and publish free content (ie. blog, video, newsletter) to serve your audience.	You occasionally speak at other people's events, or guest post on someone else's blog.	CADET
2				
1				
0	Not started yet	Not started yet	Not started yet	
	Elevation (Score out of 10):	Elevation (Score out of 10):	Elevation (Score out of 10):	
		Average Elevation:		

# Your Agency GPS™ Project Score

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AGENCY GPS SCORECARD

## EXPAND REACH

Get the attention of more of your right clients.

	COMMUNITY	OUTREACH	REFERRALS		
10	You own the largest and most engaged community in your niche.	You have an advanced system using a variety of tactics to drive consistent traffic into your funnels.	You have an affiliate system that incentivises referral partners to actively sending high quality leads your way.	TOP GUN	
9					
8					
7	You own a free and engaged community in your niche.	You use tactics such as SEO, social media and advertising to maintain a full pipeline of potential clients.	You have a network of referral partners who consistently send good quality leads your way.	PILOT	
6					
5					
4	You've built credibility within someone else's community.	You have a strategy for reaching cold leads, and following up with old leads and past clients.	You get word-of-mouth referrals from past clients and colleagues.	CADET	
3					
2					
1	Not started yet	Not started yet	Not started yet		
0					
Elevation (Score out of 10):		Elevation (Score out of 10):		Elevation (Score out of 10):	
					Average Elevation:

# Your Agency GPS™ Project Score

FOUNDATIONS

AGENCY GPS SCORECARD

## IGNITE FIRESTARTERS

Establish relationships with small low-risk products.

	OPPORTUNITY	CONFIDENCE	CONVERSION	
10				TOP GUN
9	You have multiple low-cost entry products that can be purchased and delivered without you.	Your entry products deliver so much value that clients encourage others to purchase them too.	Your entry product sign-posts and sells related services with no effort from you.	
8				
7				PILOT
6	You have at least one low-cost entry product that people can buy without speaking to you.	Your entry product delivers so much value it leaves clients determined to purchase your other services.	Your entry product sign-posts and sells related services with little effort from you.	
5				
4				CADET
3	You offer a low-risk entry product (ie. web audit, SEO audit) that people don't hesitate to purchase.	Your entry product leaves clients with the confidence they need to purchase your other services.	You actively use your entry product as an opportunity to discuss related services.	
2				
1				
0	Not started yet	Not started yet	Not started yet	
	Elevation (Score out of 10):	Elevation (Score out of 10):	Elevation (Score out of 10):	
	Average Elevation:			

# Your Agency GPS™ Project Score

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AGENCY GPS SCORECARD

## ACTIVATE ACCELERATORS

Deliver long term value with follow-up products & services.

	OFFER	DELIVERY	RESULTS	
10				TOP GUN
9	Your offer a range of subscription based services which are easy to sell.	You have a team that profitably delivers your subscription based services with little effort from you.	Your subscription based services deliver so much value, that clients stay clients for years.	
8				
7				PILOT
6	You have a few "productised services" that are well documented and repeatable.	You have a team members who can profitably deliver all or part of your "productised services".	Your "productised services" deliver so much value, it's easy to sell follow-on subscriptions (ie. a website care plan).	
5				
4				CADET
3	You offer some sort of subscription service such as a website care plan.	You are able to deliver your services profitably.	Your one-off services deliver so much value that clients come back when they need further help.	
2				
1				
0	Not started yet	Not started yet	Not started yet	
	Elevation (Score out of 10):	Elevation (Score out of 10):	Elevation (Score out of 10):	
	Average Elevation:			



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## CREATE SIGNATURE SYSTEM

Provide unique framework your clients can't get elsewhere.

	STRUCTURE	PRACTICE	SUPPORT	
10				
9				
8	You have a proven signature system that consistently delivers outstanding results for your clients.	Your signature system is as famous as you are, and your right clients turn up ready to buy it.	You have multiple pathways (ie. book, digital course, DFY services) through which clients can access your signature system.	TOP GUN
7				
6	You have proof that each component of your signature system delivers results for your clients.	You sell your services as a complete signature system.	You have a suite of content, resources and tools that help you deliver your signature system.	PILOT
5				
4				
3	Your entire range of services fits within an overarching signature system	You use your signature system as a sales tool to sell your services.	You are confident delivering each part of your signature system.	CADET
2				
1				
0	Not started yet	Not started yet	Not started yet	
	Elevation (Score out of 10):	Elevation (Score out of 10):	Elevation (Score out of 10):	
		Average Elevation:		

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## WRITE PLAYBOOK

Develop processes you and your team enjoy following.

	SYSTEM	SCOPE	DOCUMENTATION		
10	You regularly stress test your SOPs and optimise to improve efficiency and performance.	You have documented contingency plans for those unexpected situations.	You have turned your SOPs into a Master Playbook which you sell to your clients.	TOP GUN	
9					
8					
7	Your team members are responsible for creating and maintaining SOPs related to their role.	You have a system in place to ensuring that SOPs get used and improved.	You have a comprehensive library of SOPs for every process in your business.	PILOT	
6					
5					
4	You have a Standard Operating Procedure (SOP) for creating Standard Operating Procedures.	You have a comprehensive map of all the documented (and undocumented) processes in your business.	The essential SOPs within your business have been documented and stored in an easily accessible location.	CADET	
3					
2					
1	Not started yet	Not started yet	Not started yet		
0					
Elevation (Score out of 10):		Elevation (Score out of 10):		Elevation (Score out of 10):	
Average Elevation:					

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## ELEVATE TEAM

Ensure you have the right people focused on the right things.

	ROLES	RECRUITMENT	PERFORMANCE	
10				TOP GUN
9	You have systems in place for reviewing performance and ensuring team members stay in their sweet spot.	You have built a strong and vibrant culture, and have a ready pool of candidates lining up to work with you.	You have managers responsible for each of the key areas of your business (ie. sales, marketing, operations, finance)	
8				
7				PILOT
6	You have clear position descriptions for each role in your org chart.	You have a system for recruiting, onboarding and managing permanent team members.	You have an internal KPI dashboard which keeps all team members engaged with company performance.	
5				
4				CADET
3	You have an org chart outlining the key responsibilities within your business.	You have identified and prioritised the roles you want to recruit in the near future.	You have started to outsource parts of your delivery to freelancers or white label teams.	
2				
1				
0	Not started yet	Not started yet	Not started yet	
	Elevation (Score out of 10):	Elevation (Score out of 10):	Elevation (Score out of 10):	
	Average Elevation:			

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## AUTOMATE INTELLIGENCE

Develop automations that keep you in your sweet spot.

	REPORTING	COMMUNICATION	MANAGEMENT	
10				
9	You have automated the reporting of all essential business data to a single digital dashboard.	You have automated all essential communications with your clients and team members.	You have automated the measurement of individual, team and company performance.	TOP GUN
8				
7				
6	You have automated reporting in a few areas of your business (ie. marketing, sales, finances).	You have automated client onboarding and offboarding.	You have automated the measurement of project profitability and company performance.	PILOT
5				
4				
3	You have automated reporting in at least one area of your business (ie. marketing, sales, finances).	You have automated the publishing of marketing content.	You have automated the tracking and reporting of time.	CADET
2				
1				
0	Not started yet	Not started yet	Not started yet	
	Elevation (Score out of 10):	Elevation (Score out of 10):	Elevation (Score out of 10):	
		Average Elevation:		

# Your Agency GPS™ Scorecard – EXAMPLE

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Date:

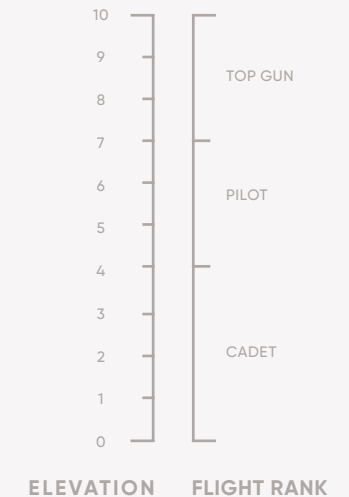
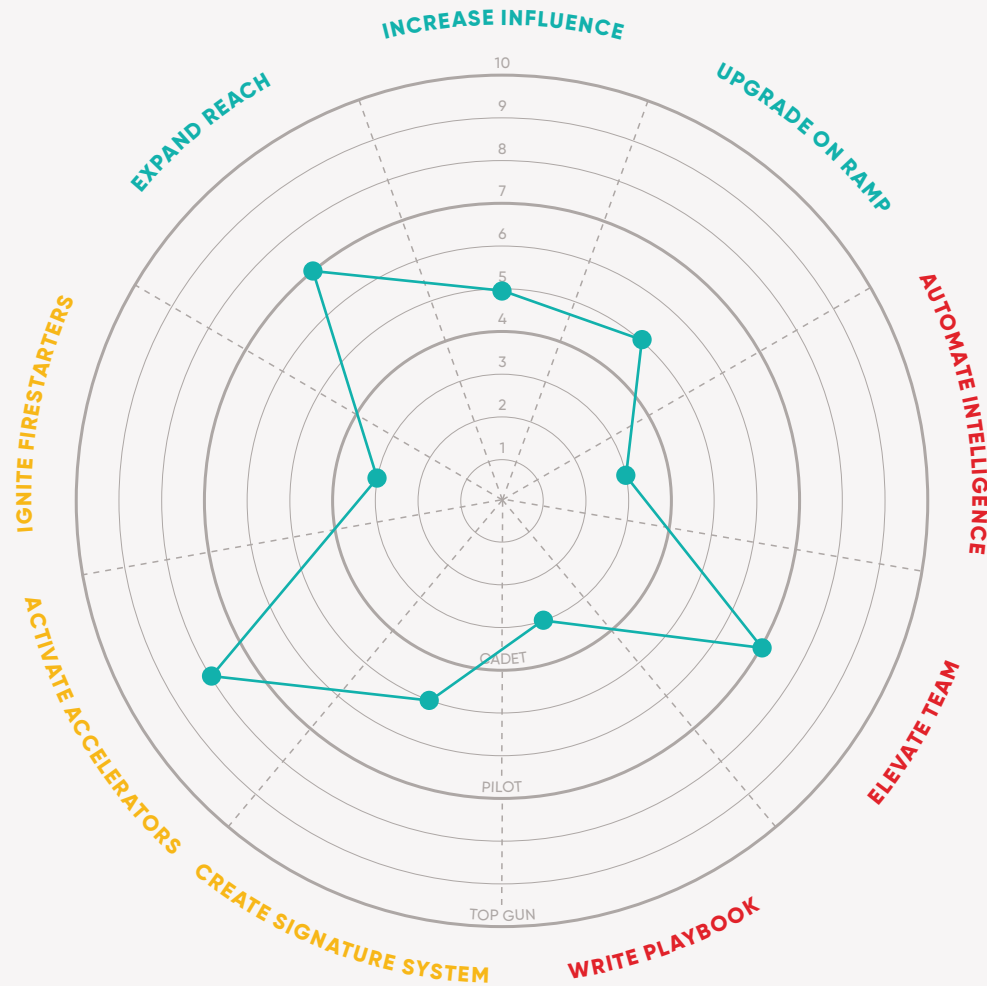
1st Feb 2021

Average Elevation:

5

Average Flight Rank:

Pilot



# Your Agency GPS™ Scorecard

FOUNDATIONS

AGENCY GPS SCORECARD

Date:

Average Elevation:

Average Flight Rank:

