

## Don't let the economy control your business.

The Exit Mindset is based on looking at your business from the perspective of someone who is going to buy your company. The three principles of the Exit Mindset are your product, your infrastructure, and the conversation that you are having with your consumer. Making changes to these areas of your business will help you gain more profits, get more time and receive a higher company valuation. If you want to know more about these three principles, listen to the Exit Mindset podcast on your favorite listening app.

## 01 DIRECTIONS

Read the following questions. Think about each of them and how you would answer them from the perspective of where your business is as it relates the current economy. How can you plan to get your business through this?

Use them to help you frame 2 plans. **PLAN A** is your six-month plan and **PLAN B** is your one-year plan. What will your outcomes be?

### QUESTIONS



What would you do?



How would you handle it?



What steps can you take now?



Who do you have to consult with?



Who do you have to talk to?



Which parts of the Exit Mindset principles do you need to investigate further?

Your Product? Your Infrastructure?  
Your Conversation?

### PLAN A

### PLAN B

## 02 DIRECTIONS

Use the chart below to write down things you can **PIVOT** on and change in your business to help you focus and get through. Write down any contingency scenarios, too. Think about if things get worse, here is what I will do.

PRODUCT	INFRASTRUCTURE	CONVERSATION