

TAKING INVENTORY

WHAT DO YOU HAVE
THAT BUSINESS
OWNERS WANT?

WITH

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EQUITY
PARTNER

TAKING INVENTORY

THE 10

QUESTIONS TO HELP YOU IDENTIFY
WHAT YOU CAN TRADE FOR EQUITY

- 1 SKILLS**
- 2 EXPERIENCE & EXPERTISE**
- 3 TRACK RECORD**
- 4 CONNECTION & NETWORKS**
- 5 RESOURCES**
- 6 KNOWLEDGE & WISDOM**
- 7 ABILITY TO CREATE CHANGE**
- 8 LEADERSHIP & VISION**
- 9 SOLVING PROBLEMS**
- 10 PREDICTING SUCCESS**



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SKILLS

What specific business skills do you possess that are in high demand? (e.g., marketing, sales, operations, finance)

What are you the best in the world at? What skill sets do you consistently deliver high results in?

Have you mastered any specific tools, platforms, or systems that business owners could benefit from?



EXPERIENCE & EXPERTISE

What industry experience do you have that business owners may lack but need to grow their company?

Can you point to past experiences where you helped a business grow, improve margins, or solve major problems?

Have you successfully scaled a business before? If yes, what lessons can you bring to the table from that experience?



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TRACK RECORD

What are some measurable results you've produced in your career that demonstrate your ability to drive change?

Do you have case studies or testimonials that showcase your past success in helping companies grow or become more efficient?

How have you consistently been able to predict and deliver positive outcomes in the businesses you've worked with?



CONNECTION & NETWORKS

Who in your network could bring added value to a business?
(Investors, partners, advisors, etc.)

Do you have industry-specific relationships that could unlock new opportunities for the business (e.g., vendors, clients, distributors)?



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RESOURCES

What resources (technology, tools, financial capital, or intellectual property) do you possess that could be of value to a business owner?

Do you have access to a unique audience or distribution channels that could help the business grow its market presence?



KNOWLEDGE & WISDOM

Are you able to identify and solve specific problems in a business that may be difficult for others to spot?

Do you have specialized knowledge in a niche area that could help a business enter new markets or expand its product offerings?



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ABILITY TO CREATE CHANGE

Have you implemented processes or systems in the past that have led to significant operational improvements? What were the results?

What unique perspective or approach do you bring that can solve complex challenges within an organization?

How have you helped business owners reduce stress or delegate more effectively by taking on high-impact responsibilities?



LEADERSHIP & VISION

Have you acted as an integrator or someone who executes the vision of a business owner? How did this lead to success?

What is your ability to lead teams and projects? Can you provide examples where your leadership made a measurable impact?



SOLVING PROBLEMS

What specific, bleeding problems do you see yourself being able to solve within a business?

Are there areas in which you can relieve stress for a business owner? (e.g., taking over key responsibilities they no longer want to manage)



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PREDICTING SUCCESS

How confident are you in your ability to predict success in a business partnership? Have you done this before?

What methods or strategies have you used in the past to ensure predictable outcomes in the businesses you worked with?



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**I hope you enjoyed this worksheet and exercise.
Gaining authority makes EVERYTHING easier in
business, sales, you marketing, and more.**

Once You Have Authority...

- **You don't have to:**
 - **Brag on yourself...**
 - **Convince people that you are worth it...**
 - **Convince people you are an expert...**
 - **Prove yourself constantly...**
- **You Can Easily:**
 - **Stand out from the competition...**
 - **Charge premium prices...**
 - **Create more opportunities than you can handle...**
 - **Attract equity partnerships & JV's...**
 - **Get into BIGGER rooms...**

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