



Brian Tracy: *The Way to Wealth Part 3, and FocalPoint Business Coaching, Coaching Content*

Seven Questions for Any Investment

Business requires the continual investment of money. Your ability to think through and make intelligent decisions regarding investments of any kind can determine your success or failure. Here are the essential steps:

1. What exactly is the investment? How much is it and what is the money to be used for? Think on paper.
2. How much do I get back? What is the expected rate of return? Percentage? How sure is it that this return will be realized?

Ask yourself: What if we don't buy this?

3. How is the return or profit to be generated? What are the exact steps to be followed to generate the projected amounts?
4. What is the worst possible outcome? What can possibly go wrong?

STOP! Have you asked the users what they want or need?

5. What alternate uses of the money exist? Are there better investments with higher or more certain returns?
6. How will this investment be measured and monitored? What accounting systems will be set up to track inputs and outcomes?
7. How comfortable do I feel about this investment? Do you have a high level of confidence in the people involved, and in the logic of the investment? Trust your intuition.

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