

FORMULA FOR DECIDING IF BARTER IS FOR YOU

BUSINESS ATTITUDE QUESTIONS

For each of the following questions give yourself an accurate measurement up to the maximum of points listed after the question. For instance, if you feel comfortable networking with other people, but occasionally feel uncomfortable in those settings, give yourself 4 points.

1. Do you have an entrepreneurial attitude?
(15 points maximum) _____
2. Do you like to network with other business people
(5 points maximum) _____
3. Do you truly want to grow your business?
(15 points maximum) _____
4. Do you want to have a more comfortable personal life
(10 points maximum) _____
5. Do you like to be one of the first to do something new rather than one of the last?
(5 points maximum) _____

SERVICES OR PRODUCTS OFFERED QUESTIONS

From the sample listing below find your industry or a comparable one. List the number of points that would fit your space within your industry.

1. **Retail Sales and Many Services.** We are looking for the average mark-up on your products or services. If your mark-up is 40% or greater, 50 points; 30-39%, 40 points; 20-29%, 30 points; 10-19%, 20 points; 9% or less, 0 points. _____
2. **Professional Services.** If your staff is effectively utilized 79% or less of the time, 50 points; 80-84%, 40 points; 85-89%, 30 points; 90-94%, 20 points; 95%+, 0 points. _____
3. **Manufacturers or wholesalers.** There are two ways to look at this category:
 - A. Are excess products or inventory 15%+ of your total inventory, 50 points; 10-14%, 40 points; 5-9%, 30 points; 2-3%, 20 points; and less than 2%, 0 points. _____
 - B. Do you have excess products or inventory listed on your financial books in excess of \$1,000,000, 50 points; \$500,000-\$999,999, 40 points; \$100,000-\$499,999, 30 points; \$25,000-\$99,999, 20 points; and less than \$25,000, 0 points. _____
4. **Media Services.** This is based on unsold media space. If 15%+ of your media space is unsold, 50 points; 10-14%, 40 points; 5-9%, 30 points; 2-3%, 20 points; and less than 2%, 0 points. _____
5. **Hotels.** If your hotel is at 59% or less occupancy, 50 points; 60-69%, 40 points; 70-79%, 30 points; 80-89%, 10 points; 90%+, 0 points. _____
6. **Restaurants.** If your restaurant is at 59% or less capacity, 50 points; 60-69%, 40 points; 70-79%, 30 points; 80-89%, 10 points; 90%+, 0 points. _____

TOTAL POINTS

WHAT IS YOUR TOTAL: _____

70+ points: What are you waiting for, barter is a natural industry for you.

60-69 points: There's a very good chance that barter would work for you and you should seriously look into it.

50-59 points: Look at the industry again in six months or a year, it could work.

49 or less points: It probably will not work for you.