

Name: \_\_\_\_\_

Email: \_\_\_\_\_



Select a score from "1-12" that best reflects your outlook in each category. Record your "Current Score" and "Ideal Score" in the columns to the right.

|                          | 1<br>2<br>3<br>STATE OF EMERGENCY   | 4<br>5<br>6<br>TUNE UP NEEDED   | 7<br>8<br>9<br>ON TRACK  | 10<br>11<br>12<br>OPTIMAL  | CURRENT SCORE | IDEAL SCORE |
|--------------------------|---|---|--|--|---------------|-------------|
| <b>GOALS</b>             | I do not have clear direction on where I am going and what I want from my business and life.  | I have ambitions and ideas but I'm not sure exactly what I need to do to get there.   | I have clear goals and can visualize how I will get there but I have not translated this into a clear plan.  | I have complete clarity about my goals, their time horizons and the money needed to achieve them. I have a clear road map to financial freedom.  |               |             |
| <b>CASH FLOW</b>         | I don't know where my cash is going month-to-month. I have several accounts that are scattered across different institutions. I feel like I am never getting ahead.   | I allocate a small amount of money to my and savings. I feel somewhat disorganized in my monthly cash flow, and feel as though there must be a more efficient way to stay ahead.  | I know where most of my cash flow is going month to month. I allocate funds to my savings and my goals, and still get to enjoy the things and lifestyle I love.  | Every dollar is being efficiently utilized. I know exactly where my cash flow is going every month and I am effectively allocating my money towards the things I love and am passionate about.   |               |             |
| <b>DEBT</b>              | My debt seems overwhelming. It is spread over multiple institutions and I am unsure if I have an efficient rate, or what the best way to pay it down is.  | I have more debt than I would like, but it is somewhat manageable and not increasing. I am paying it down, but it feels like it will be years before I get a good handle on it.   | I am in control of my debt and I am comfortably and efficiently paying it down. I am confident I will have my debt paid off in my desired time-frame.  | My debt is being utilized in an overall plan to ensure it is structured to maximize tax-deductibility. I have no concerns about my debt or my plans to pay it down.  |               |             |
| <b>INSURANCE</b>         | I do not believe in or understand the concept of insurance and feel my money would be wasted.   | I have a small amount of insurance through work. I have considered buying more but haven't made it a priority.  | I have insurance in place to cover all my debt and replace my income to ensure my family is taken care of if I am not around to do so.   | I have a high-level, detailed, permanent insurance strategy that is maximizing tax benefits today, in retirement, and in my estate. The strategy is part of a bigger-picture financial plan.   |               |             |
| <b>INVESTMENT</b>        | I operate paycheque to paycheque and do not currently have an investment strategy in place.   | I try to put leftover money into investments at the end of each month, but don't have a specific plan or any goals in place. I am not sure how well my investments are doing or what the fees are.  | I allocate a specific amount of money to my investments each month to accomplish both short-and long-term goals. I am reasonably happy with my return.   | I have a detailed investment strategy that utilizes RSPs, TFSA's, Non-Reg, and tax-exempt insurance in the most effective way possible. I am on-track for all my investment goals, my returns have been consistent, and I am comfortable with the fee structure. |               |             |
| <b>FINANCIAL FREEDOM</b> | At this point, retirement seems like more of a dream than a realistic possibility. I am concerned I will not be able to retire.   | I put aside a small amount of money for my retirement, but I am not sure if it is going to the right account or if it is growing.   | I have a pension at work and/or I put money aside each month to plan for my retirement. I am on-track or close to being on track to a comfortable retirement lifestyle.                                      | I have a detailed retirement plan in place that focuses on tax-efficiency today and in retirement. I am on-track for a flexible retirement lifestyle and excited about the plan.   |               |             |
| <b>LEGACY</b>            | I currently do not have any estate plan in place. I am not worried about estate taxes or a legacy for my future generations.  | I have a will and I plan to leave whatever is left over to the next generation. I am not concerned with or have not given much thought to the taxes associated with my estate.  | I have a will and have had a discussion with what I want to happen to my estate. I have permanent insurance to supplement tax issues, but there is no detailed plan in place.                                | I have a detailed, up to date will. I also have a written estate plan to ensure taxes are minimized and my estate is maximized for my family and/or charity to create a legacy after I am gone.  |               |             |
| <b>CORPORATION</b>       | I take all (or almost all) of my corporate income out of my company with no set plan in place for the corporate retained earnings. My personal and corporate cash are often integrated, and I try to figure it out at tax time. | I have a bit of cash left over at the end of each year inside my corporation. Ideally, I would like a plan for the money, but I am not sure what to do with it. I pay myself a salary, but often dip into corporate money if I run short some months. | I pay myself a salary and leave money in my corporation every year. I have my retained earnings working for me in an investment account and I would like to utilize it in retirement or to grow my business. | I pay myself a specific salary and leave as much money in my corp. as possible. I have an effective strategy to grow the cash in my corporation in a tax-efficient manner, as well as a strategy to get the retained earnings out tax-free.                      |               |             |