

Sweet E.L.F. Checklist

- On a scale of 1-10, (1 being worst, 10 being best) rate the following questions...
 - How excited are we about this project?
 - How much will it move the needle towards our Vivid Vision?
 - How much time will this save?
 - How much effort is involved (1 = a ton!, 10 = very little)
 - Cost effective relative to outcome?

Total Score: _____

If below 20, scrap the project.

If 20-40, continue with questions below and then take to leadership table.

If over 40, continue with questions below for clarity and execute.

- Does it make our company more Easy, Lucrative and Fun? If no, stop.
 - If yes, how?

- Is it aligned with our target market?

- If it is content related – is it all about the prospect/client and not about us? If no, stop.
 - If yes, how?

- Is there a significant investment involved?
 - If yes, how can you justify the dollars spent to be an investment vs. a cost?

- Does it feel energizing or draining to work through?