

Start Your Business Like a Pro

Make Your Dream a Reality



YOUR TRUE POTENTIAL

IGNITE YOUR POWER WITHIN

Action Guide

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How to Use Your Action Guide

You'll get the best results from any course you participate in by completing the Action Steps at the end of each module. They will help you apply what you learn directly to your business and your life, maximizing the investment you're making.

Use the following Action Guide to record your answers, insights, and other notes for the Action Steps, which are outlined in your Course Book. You'll want to refer to each module's content as you complete the related steps.

While we have left space in the guide for each action step, you may feel more comfortable using a separate notebook or digital application for your work. Use whatever method you feel most comfortable with and don't feel constrained to using the space in the Action Guide alone.

In addition, your course may have other Action Sheets, such as spreadsheets or planning templates, which are separate from the guide. Look out for those with your other course materials.

Finally, you don't have to complete all the steps at once. Instead, try setting a specific time on your calendar to work on them. And don't feel that you have to get it right the first time. Learning is a process that happens as you apply your new skills and knowledge. You'll want to return periodically to your Action Guide and both remind yourself of the work you've achieved and edit your answers as you see their impact.

Have fun with it and enjoy the progress and successes that will happen as a result of your work!

Introduction

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

Write down three skills you expect to gain.

1	
2	
3	

Module 1: Develop a Mindset for Success

1. **Quick Win:** Complete the checklist below.

Does this Sound Like You?	1 Agree	2	3	4 Dis- agree
Positive Thinking				
Learn from Failure				
Know When to Give Up				
Delegate to Others				
Love Learning				
Take Risks				
Follow-Through				
Remain Flexible				
Set Goals				
Keep Good Company				

2. Make a list of all the reasons you want to start your business. Keep asking yourself “Why?” Reduce this down so you end up with one big “why”. Post this up somewhere you can see it every day.

Reasons “Why?”		

Your Big “Why”	
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3. Write down 3 actions you can take to help you to develop different aspects of the entrepreneurial mindset.

	Actions	Notes
1.		
2.		
3.		

Module 2: Define Your Driving Vision and Values

1. **Quick Win:** Brainstorm some notes for a vision statement for the life you want to lead. Come back to them later and draft your vision statement.

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2. Complete the values exercise.

Values You Feel You Must Honor at all Costs		

Group Values into Related Themes		
<i>Theme 1.</i>	<i>Theme 2.</i>	<i>Theme 3.</i>

What Values are Essential to My Life?

Values in Order of Importance	
1	
2	
3	
4	
5	

Now, step back and ask yourself:

<p>Do you feel these values are consistent with who you are?</p>	
<p>Are they personal to you?</p>	
<p>Do you see any values that feel inconsistent with your identity (as if they belong to someone else, like an authority figure or society) and not you?</p>	
<p>Check your priority ranking. Do you feel like your values are in the proper order of importance?</p>	

3. Ask yourself, from the position of your key values:

<p>How do I want my customers/ employees/ partners to be treated?</p>	
<p>How do I need to run my business so I stay true to my values?</p>	
<p>Where in my business do I need to pay particular attention to aligning my values?</p>	

Module 3: Pick the Right Business for You

1. Complete the table below.

	Good at /Enjoy	Hate doing	Maybe
Providing a service/ Manufacturing a product			
Marketing & Advertising			
Online marketing/social media (Twitter, Facebook ...)			
Finance/ Accountancy/ Book keeping			
Web presence (website, blog page...)			
Administration (filing, letter writing, office organization...)			

START YOUR OWN BUSINESS: STEP-BY-STEP – ACTION GUIDE

Press and PR			
Sales/getting clients			
Researching your target market			
Business planning			
Business objectives/ Mindset			
Writing content to promote your business (blogs, posts ...)			
Product creation (workshops, demos, online programs, audio programs)			
Networking			
Other			

When you have completed the table above, circle any element that you believe you, as the business owner, absolutely must do. These may not be tasks you're already knowledgeable or skilled at, so you will need to remedy that. Answer these questions:

<p>How can you fill any gaps in your business knowledge/experience?</p>	
<p>Where could you learn the skills you don't currently have?</p>	
<p>Of the things you hate doing, what could you delegate/outsource to someone else?</p>	

2. **Quick Win:** Write down your business idea adding as much detail as you have right now.

3. Follow the step-by-step process to identifying your monthly financial goals.

Business/life costs and expenses	
Eliminate non-essential regular payments	
Monthly figure	
X 1.3	

Module 4: Identify Your Target Customer and Your Niche

1. **Quick Win:** Identify your customer profile by using the questionnaire below;

1.	Are they male or female?	
2.	What is their age?	
3.	What is their family background?	
4.	What is their cultural background?	
5.	What is their educational background?	
6.	Where do they live and work?	

7.	Are they married, single, living with a partner?	
8.	Do they have children?	
9.	How old are their children?	
10.	Do their children live at home?	
11.	What sort of place do they live in?	
12.	What films and books do they like?	
13.	What is their business or their job?	
14.	What is their passion?	

<p>15.</p>	<p>Do they have a religious or spiritual belief? If so, what is it?</p>	
<p>16.</p>	<p>What do they do in their spare time?</p>	
<p>17.</p>	<p>Where are they on the corporate ladder? Where are they in their business?</p>	
<p>18.</p>	<p>What is their income?</p>	
<p>19.</p>	<p>What keeps them awake at night?</p>	
<p>20.</p>	<p>What are their dreams?</p>	
<p>21.</p>	<p>What else do you know about them?</p>	

Lastly, ask yourself 'What is their name?'

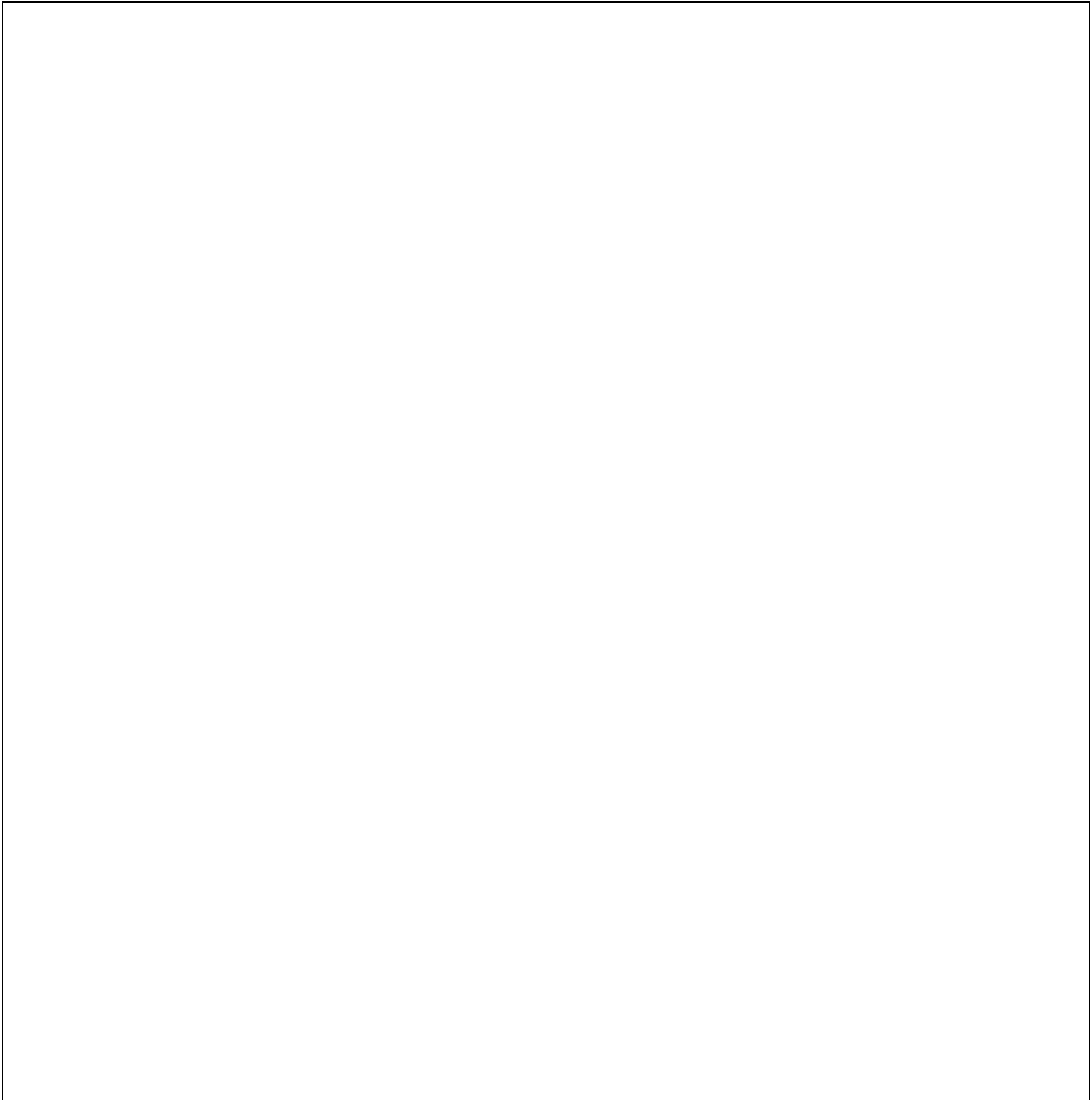
Now you've gone through all the questions, you may have thought of additional details. If so, add them below.

Now look back at the 'picture' you have drawn of your ideal client. What do you think? Do you want to make any adjustments?

2. Research your business idea on Google, YouTube and Amazon. Do the results give you the proof you need that your project could be profitable?

Google	
YouTube	
Amazon	

3. Revisit your business idea and see if you need to 'niche' down to a more specific audience.

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Module 5: Decide What to Offer and How

1. **Quick Win:** Select your business model. Think about your lifestyle, vision and your values. Then look at the most common options described in the module and circle the one you'll use as your starting point.

Product/ Service	Reseller	Person-to-Person Exchanges
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2. Define your UVP using the questions below.

How does your product/ service solve problems?	
What can customers expect when they buy from you?	
What are the advantages of buying from you and not your competition? What is unique?	
What extras can you offer to add value and differentiate yourself further?	

Don't worry if your UVP doesn't fit into a short, succinct statement at this stage like Netflix or Vimeo.

3. Design your MVP using the questions below.

What do you propose to sell? What is the simplest version that will have value?	
How did you research this idea?	
Who is it for? Is it right for your target customers?	
What will it solve for them? What is its UVP?	
How will you sell it to customers?	

Module 6: Set Up the Essentials for Running your Business

1. Complete the checklist, adding any items specific to your country.

Essentials:	Complete	Not Complete
Legal Entity		
Taxes		
Insurance		
Partners		
Protecting your product/service		
Premises		
Terms and Conditions		
Privacy Policy		
Disclaimer		
Finance:		
Getting Paid		
Raising Finance		
Others:		

Module 7: Start Branding Your Business Now

1. **Quick Win:** Write a succinct UVP that can be used as a marketing message in your branding.

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2. Brand your MVP:

What do you want the branding of your MVP to communicate? eg. Reliability, results, credibility etc.	
What do you want the brand identity of your MVP to be? Visuals, infographics, logo, colors?	
Where will you use this identity? Website, blogs, social media, email headers, flyers etc?	

Module 8: Pick the Right Price

1. Think of something you have bought in the last month or so. From a pricing perspective, ask yourself:

Product	
Why did you buy it?	
Was it good value?	
Are you loyal to the brand?	
What differentiates them in terms of their pricing from others?	
What can you learn from this?	

2. What are the pros and cons of each strategy for your business?

Strategy	Pros	Cons
Cost-Plus		
Value-Based		
Competitor-Based		
Service-Based		

3. Answer the following questions to set the price of your MVP

a. Based on the pros and cons you identified, which of the above models will most help me price my product or service? Why?

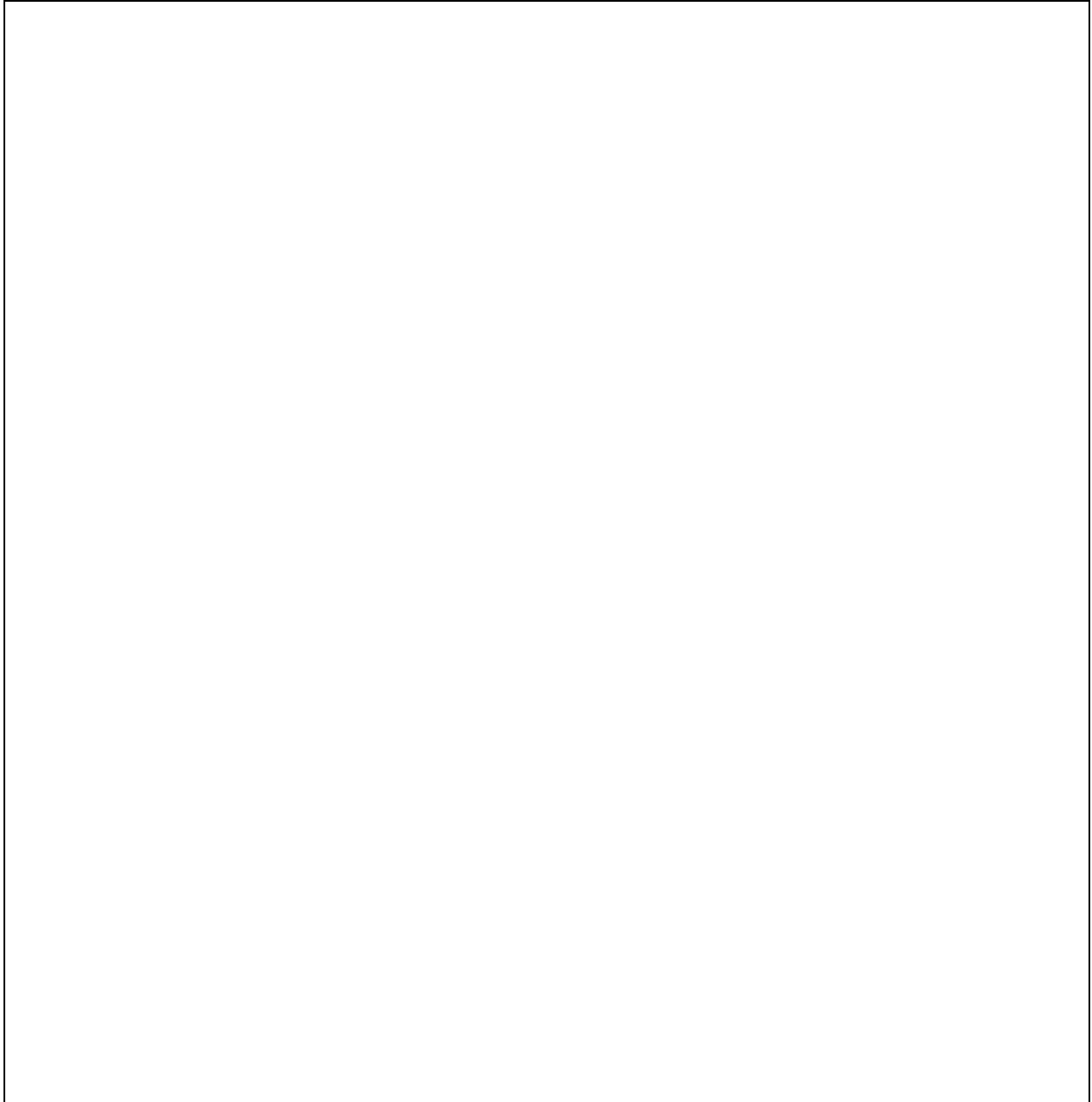
b. How will this pricing strategy enable me to meet my revenue targets?

c. How will I monitor the effectiveness of my pricing strategy?

d. What will I price my MVP at? Use the space below to record that price

Module 9: Set Up Your Marketing

1. **Quick Win:** Brainstorm ways you could generate word of mouth advertising.

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2. Go through each of the tactics listed in the module. Ask yourself:

- a) What strategies would be the most useful for my business?
- b) What can I implement now?
- c) What will be effective later on?

Tactic	Strategies	Now	Later
Website			
Blogging			
Email Marketing			
Social Media			
Digital Apps			

3. Use this template to write your marketing plan.

1.	What's the reason for my business's existence?	
2.	What sets my business apart from the rest?	
3.	Who is my ideal customer?	
4.	What's most important to my ideal customer when they are buying what I'm selling?	
5.	What do I want to accomplish in the next 12 months?	

6.	What top 3 actions are going to get me there?	
7.	How much will each product/service contribute to my revenue/profitability?	
8.	What will trigger my ideal customer to think of me?	
9.	What strategies will I use to reach my goals?	
10.	How much money will I need to get it done? How will I find the budget?	

Module 10: Your Launch Starts Here

1. **Quick win.** Think about your MVP and answer these questions:

How ready are you to launch your MVP?	
What else needs to happen to get it and you ready for launch?	
How will you achieve that?	

2. Complete the launch plan grid.

Pre-Launch	
Launch	
Post Launch	

Module 11: Track Your Progress

1. **Quick Win:** Check what's in your business bank account right now. Is it what you expect? If not, why not?

2. Choose any of the 7 metrics in this Module that are relevant to your business. Work out the calculation – is it on track with your marketing plan?

If not, investigate to find out what's happened. Put in place 2 measures to correct it.

<i>Measure 1</i>	<i>How will this help?</i>
<i>Measure 2</i>	<i>How will this help?</i>

Module 12: Moving Forward

1. **Quick win:** Identify one planning task you need most help with, for example managing to do lists. Find an app and download it to your smart phone now.

I need help with...	Which app can help me?	How can it help?

2. Review the course thoroughly and use the action plan to record your goals and what needs to happen next.

	Action to Take	Action Deadline
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		