

# NEW BUSINESS START-UP PROGRAM

There are four steps to completing this program. Step 1: Answer each question. If the statement is true, check the circle. If not, leave it blank until you've done what it takes. Be rigorous; be a hard grader. Step 2: Color in one of the associated blocks in the graph on the right. Step 3: Print out to track progress. Step 4: Repeat quarterly and measure growth.

## 1. Right Opportunity?

- ☐ Even if this one fails, it will train me well and put me in touch with more opportunities.
- ☐ I want, not need this new business, either personally or financially.
- ☐ I have at least one year of strong and successful experience in this field or industry.
- ☐ This opportunity has very low overhead, and I can afford the learning curve.
- ☐ My family, banker, attorney, CPA, and coach are supportive of this venture.
- ☐ I have at least 6 months' worth of expenses (both personal and business) in the bank.
- ☐ I have experimented and have evidence that it works, not just a plan or gut sense.
- ☐ People know what it is that I am selling; or I can explain it in less than 5 minutes.
- ☐ People want this product or service; they may also need it.
- ☐ I have used this product or service, know its value firsthand, and believe in it.

## 2. Business Skills

- ☐ I direct people and efforts easily and well.
- ☐ I am not afraid of people.
- ☐ I have enough personal discipline to stick to this and carry it out.
- ☐ I am willing to constantly try new things, innovate, make it easier and better.
- ☐ I honor people and their unique contributions, and I include them in decisions.
- ☐ I don't get my needs met by staff or customers, get angry or take things personally.
- ☐ I always have more than I need of time, cash, space, skills, staff, sales, and opportunities.
- ☐ I am dedicated to being the best and having the company be extraordinary.
- ☐ I easily reduce a complex problem to bite-sized pieces and learn from mistakes.
- ☐ I am aware of the specific outcomes, factors, and early warning indicators.

## 3. The Plan and Strategy

- ☐ I've done a sales and expense pro forma for the first 3, 6, 12, and 36 mo.
- ☐ I have done a three mo. start-up cost budget, with all the costs factored.
- ☐ I have outlined each person's job and how and how often they report to me.
- ☐ I have written out a step-by-step action plan.
- ☐ I know how much I am going to do and what to delegate.
- ☐ I have hired the outside professionals that I need.
- ☐ I have used well-sourced sales projections to establish needs.
- ☐ My top goals are clear, written, visually displayed, tracked, and understood.
- ☐ I am willing to rewrite, update, or even scrap my plan needed.
- ☐ I track my action plan weekly to see if I am on course.

## 4. Sales Tools and Effort

- ☐ Only those who can really sell are selling, even if that means just me.
- ☐ The company has a sales quota, and I manage it.
- ☐ I have the collateral I need to attract the customers to buy.
- ☐ I am very polished in delivering the benefits of my product or service.
- ☐ I know how to close people and get paid.
- ☐ Every part of the company is designed to support the sales effort.
- ☐ I have set up a great system to prompt word of mouth and referrals.
- ☐ I love my Customer, not the product or service I sell.
- ☐ On a percentage basis, my selling and marketing costs are very low.
- ☐ I have designed my company, and what we do to be attractive to my market.

## 4. Policies and Procedures

- ☐ I have a daily and weekly checklist of what must be done and by whom.
- ☐ I have a similar monthly and quarterly checklist.
- ☐ The accounting is being done accurately, and in a timely manner.
- ☐ I have designed the company systems with efficiency and effectiveness.
- ☐ I delegate many decisions down the line, even if it means that mistakes are made.
- ☐ Staff meetings are creative, informative, and with accountability in mind.
- ☐ The company has a policies and procedures manual.
- ☐ My business is planned, controlled and insured to survive a unforeseen disaster.
- ☐ I have selected the best legal form of business.
- ☐ I am in 100% regulatory compliance.

## 6. Profit Focused

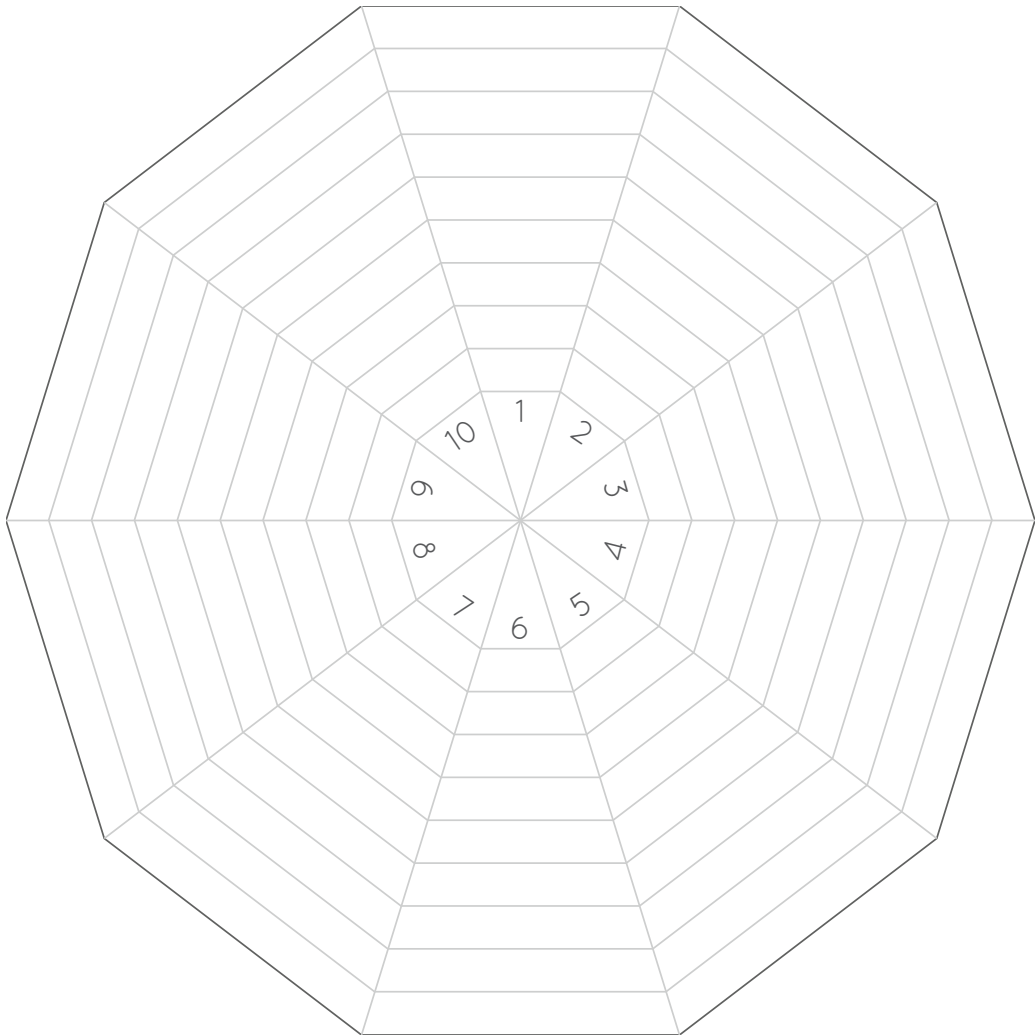
- ☐ I've set the company up to be more profit driven than growth driven.
- ☐ My target market is well defined and can afford to buy.
- ☐ I pay cash even for capital expenditures.
- ☐ I let my clients tell me what they need or want to buy.
- ☐ I am an extraordinary listener to the unspoken needs of my customers.
- ☐ There is a strong, profitable future in my field or industry.
- ☐ There is not much financial risk to me in the way I have set up my business.
- ☐ I can afford the mistakes that will be made.
- ☐ I am not over leveraged or pushing to maximize every single opportunity.
- ☐ I have future plans for additional products and revenue streams.

## 7. Long-Term Success

- ☐ My company's mission statement is authentic.
- ☐ The staff knows and backs the mission statement.
- ☐ I have put together a savvy five-member board of advisors.
- ☐ I have implemented good incentive plans for all key employees.
- ☐ My customers can easily articulate the benefits of my services or products..
- ☐ I update my policies and procedures manual annually.
- ☐ I continually upgrade all aspects of my operational systems.
- ☐ I know how to build a strong, positive reputation in my niche, and I do.
- ☐ I continually add value to my product or service.
- ☐ I eclipse my competitors by setting my targets higher.

## 8. The Specific Outcomes

- ☐ I know what my gross profit margins are.
- ☐ I know what my net profit needs to be.
- ☐ I know what my supply points are.
- ☐ I know my cash flow needs.
- ☐ I know my sales goals and results.
- ☐ I know how quickly I collect my receivables.
- ☐ I know my referral rate as a percentage of sales.
- ☐ I know my sales costs percentage.
- ☐ I know my current and aged receivables.
- ☐ I know my key performance indicators.



## 9. Personal Life

- ☐ I have a right-hand person who handles every detail so that I have space.
- ☐ I am adrenaline and addiction free.
- ☐ I have a strong personal foundation.
- ☐ My family loves and enjoys my company.
- ☐ I am a model for other entrepreneurs or CEOs.
- ☐ I take excellent care of my health.
- ☐ I don't stress. Nothing is worth that.
- ☐ I have plenty of personal funds.
- ☐ I am proud of myself as I am.
- ☐ I have something better to do after work each day than work.

## 10. Key Distinctions

- ☐ Responsible versus in a position to react
- ☐ Profitability versus growth or revenue
- ☐ Minimum versus maximum work
- ☐ Leadership versus management
- ☐ Priorities versus agendas of others
- ☐ Frugal versus cheap
- ☐ Risk or experimentation versus going for broke
- ☐ It's a game versus a passion, cause, or need
- ☐ Support versus control
- ☐ Self versus ego