

Business StartUp Blueprint

##	What to do	Why you need to do it	How you do it
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All about YOU

1	Know what income you are replacing to maintain the lifestyle that you currently enjoy	If you are about to quit your job and start your own business it is imperative for you to know how much money you need to live week to week	Prepare a personal financial analysis of your total financial needs
2	Find your “why”	Without a “why” most businesses find it very difficult to stay focused. The “why” is what will keep you going when the going gets tough!	Identify “why” you are creating this business. Watch Simon Sinek’s TED Talk “Why”
3	Identify your values	When you are clear about your values then it makes it easy to know who to work with and who not to work with, how to conduct your business, what products you will use, endorse/ use, which partners to choose etc	Create a list of the values that are important in your business, top 5, or top 10
4	Pick your heroes	In business it is important to have role models; both the ones you want to emulate and the ones you do not want to be like. Choosing a role model, or more than one, helps give you direction and helps especially when tough decisions need to be made “What would XXX do?” can be an extremely useful question	Who do you want to be? What other business people are out there in the business world doing business in a way that you admire and aspire to? Choose one and read about them, emulate them.
5	Fuel your passion daily	Over time being in your own business might become tedious or tiresome or even, dare I say it, boring?! One of the great challenges for Entrepreneurs, business owners and SMEs is how to stay alive and enthusiastic in your business especially when things are not going the way you want or expect. This is even more so when starting out on your own.	Develop daily habits, routines, rituals Create and/ or join a support network of like-minded business people Recognize the symptoms and have circuit breakers available to tap into when necessary
6	Develop finely tuned Communication skills	Communicating with your clients is more than just selling to them or at them. Because you need to sell your products and services to make money.	Enroll in courses Observe the skills of people who sell to you or to others and determine the techniques and skills that work and do not work. We learn a lot from observing others

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		This is about developing the communications skills that help you to ask your price, talk about your offer	Learn what it means to sell ...
7	Stay ahead of the pack, stay innovative, learn new things	The reason that many people get into business is so that they can do things differently to “the big guys”, they want to be able to be nimble and innovative. For a business to be successful it needs to be able to constantly change and innovate and be responsive to what the market is looking for even before the market knows it is looking for it.	Develop systems for staying up to date with what is going on in your market and with your competition. Commit to learning about your industry, learning about business This aspect highlights the importance of not being burdened with doing all the tasks in the business. Having others do the operational tasks frees you up to be able to keep the “big picture”
8	Decide how you are going to manage your time?	Without the structure and deadlines that go with having a “boss” and a “job” and being part of a “team” many StartUps find themselves distracted by the many things they need to do. Everyone has 168 hours every week; how are you going to use yours?	Set aside the time for your business. Set your “business hours” and stick to them Allow yourself time “off” to recharge and find inspiration Plan your month, week, days and stick to it. Plan for time each week to work on the Important Read: Stephen Covey’s book “7 Habits of Highly effective People” especially the chapter on Urgent vs Important. Focus on the Important
9	Decide physically where you are going to work and set it up for success	Being clear about where you are working gives context and structure to your business. Location and appearance gives a strong impression of your business status	Decide: Are you working from home? An office? A shared space, like one of the many Hubs and Incubators that are providing work space for StartUps and home based businesses Make the workplace suitable for the work you will be doing. Buy the right equipment that you need, tools,
10	How are you going to deal with failure, disappointments and “bad days”	There will be days when things do not go well, no-one wants to buy your stuff, your staff resign, your contractors are not available ... How are you going to respond?	Resilience, persistence, courage, perseverance are such important traits for the StartUp journey. Different people choose different ways to build these and to support themselves Stop taking things personally Find an accountability group, mentor, coach to build a support team around yourself
11	Say goodbye to perfectionism	If you are going to try to be perfect at everything you do	Develop a way to prevent yourself from being caught in the

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		<p>then you will probably never have a business. Heart pacemakers need to be perfect! Most of the things we do in business have an elasticity about the point of “perfect” and that elasticity is different for each individual. It is best to let the customer be the barometer of what is “perfect” for them</p>	<p>“perfectionism” trap Try this: Do your best. Then step back. If a little more work will result in a markedly better outcome, go for it. If a little more work will not make a difference anyone but you will notice, then let it go. Later you can make improvements based on the feedback you get from the only people whose opinions really matter: your customers.</p>
12	<p>What community organization/s will you support?</p>	<p>Part of being a “good” business citizen This demonstrates to your clients/ customers and prospective clients what you stand for, who you are. People engage with people who stand for some thing</p>	<p>Choose community organisations with values that you admire, that do “good deeds” that you agree with, are advocates for parts of the community that you feel connected to Publish this on your website, or not</p>

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ALL ABOUT PRODUCT

1	Clear understanding of the problem you solve for your client/ customer	If you are not solving a problem then no-one wants your product. NB: a very few products are merely “pleasure” ultimately even they solve a problem eg Magnum ice creams bring out new pleasurable flavours ... solve the “problem” we might be bored with what they currently offer ☺	Think about the problem that you solve for your clients. How would you explain it to another person Express the problem in one sentence Whatever it is that you are offering – a product or a service – think beyond the “thing” What problem does your client/ customer have right now? How do they solve it now? How do you solve it better?
2	Create MVP Minimum Viable Product	Before you quit your job and embark on a fully fledged investment you need to establish if there really is demand for your business. Establishing a MVP gives you something you can take to market and get feedback	Develop the minimum product that you could offer so that it would best represent your overall product/ service offerings
3	Get feedback on your MVP	When you have a MVP you can take it to the market and seek feedback. What do they like/ find helpful about your product/ service What do they want more of? What do they want less of? Does it solve their problem?	Conduct market research, go out and ask your potential customers for feedback. Ask if they want to buy your product/ service What will they pay for it? What else would they want/like it to do for them? What else do they need it to do for them? NB: want/ like and need = different question
4	Know your Point of Difference and the Value you provide to your customer/client by solving their problem	If you are to be different to all the other businesses that do what you do or offer what you offer then what is different about you. Why would anyone buy your widget vs any other widget? This taps into the Value you provide. When you are providing enormous value, price becomes unimportant/ less important to the customer because they understand the value you provide to them i.e. how you solve their problem	Decide your point of difference. What makes your product different to your competitors? Why would someone buy your product/service in preference to everything else on offer Listen to what you customers are telling you – why do they value your product over others in the market
5	Calculate the cost to produce your product/ service	No matter what stage your business is at knowing how much it costs to produce each item is critical.	Make your product. Measure all the materials involved. Calculate the costs involved to produce the finished

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		<p>You need to know that you are making profit on every product. Understanding pricing leads to profit Being at Startup is not an exception</p>	<p>product. Calculate how much it costs to make each item/ provide your service. You may be buying the “raw materials” one at a time, even still it is important to have an understanding of the cost of production. Will the costs change as you scale? As you make more of your items you will be able to buy larger quantities of “raw materials” so this might result in cheaper production costs. You may be able to gain efficiencies from producing multiple items in batches that will affect the overall costs of production. What happens to costs when you substitute different ingredients/ materials etc</p>
6	Choose a pricing model	<p>Price dictates profit In the beginning you might experiment with pricing models till you work out what works best for your business.</p>	<p>Refer to competitor analysis and look at your industry. How do your competitors price their products? This can be useful to guide your pricing model or you can choose to operate in a completely different way – after all disruption is often the reason StartUps exist. You might find a completely new way to price in your industry</p>
7	Set a price for your product and test the market	<p>Take your basic product to market and test out to see if people will</p> <ol style="list-style-type: none"> 1. actually pay for your product/ service and 2. pay the price you ask. 	<p>Based on your research set a price for your product and market test it Again, thinking about the Value you provide, when your customer/ client is buying from you because you offer a solution to their problem that they cannot get anywhere else, then price often becomes irrelevant. Focus on Value vs Price</p>
8	Create “bundles” with your product and service offers	<p>Generates greater revenue Can provide better value to clients/ customers Introduces customers/ clients to new products</p>	<p>Look at your product mix and decide how to bundle your offers to make something of greater value to your client/ customer and potentially of higher sale price for you Can you bundle with other businesses to create enhanced value for both your clients?</p>

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ALL ABOUT CUSTOMERS

1	Identify your key customer/ client	Who is the key customer/ client group who will buy your product?	Who is your target customer? Who is the person who most wants to buy your product/ service? Create your Customer Avatar for your Ideal Client, your Ideal Customer
2	Map out your customers “path to purchase”	Need to know how someone goes from not knowing your business at all to buying one of your products/ your service	Deliberately map out step by step how and where your potential customers become paying customers From the first point they become aware of your business to making a purchase – what is that pathway? There may be more than one pathway to purchase
3	Get out and about and talk to, meet with, listen to your customers/ clients	Not many businesses can be completely run from the home office, the garage or kitchen table How are people going to find you?	Plan where you need to spend your physical time and energy. Balance between feeling the need to attend every single networking event and never attending any. There are 2 key questions for you to ask: <ol style="list-style-type: none"> 1. Where are my people? Either your customers or potential clients/ customers or your partners and/or potential partners 2. Will I personally learn something/ grow/ be challenged by being out here/ there
4	Set up CRM; customers, suppliers, prospects etc	Every business needs to have a record of the business contacts; whether contacted on a regular or irregular basis.	Whether you use an Excel spreadsheet or CRM software, set up a process and system to keep records of the basics about your customers/ clients: <ul style="list-style-type: none"> • Name • Contact details – phone, email, address • Relationship with your business • Comments about conversations • Relevant information • Sales history • Purchasing history
5	Encourage customer feedback	Customer feedback can be invaluable to assist with	Set up simple ways for customers to give you feedback

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		product modification, improvement, development of new products	Conduct post service interviews Use mystery shoppers to gain understanding of what your customer experiences
6	Say “thank you” as often as possible	Makes people feel special Grows connection with clients/ customers	Find ways to say “thank you” to your customers/ clients
7	Seek Customer testimonials	Increases credibility	Ask your customers/ clients for testimonials that you can use on website, FB, LinkedIn etc
8	Create a loyalty program for your clients	Builds client loyalty Keeps customers/ clients coming back “Locks” customers/ clients to your business	Consider how you could create a loyalty program What do you offer that would be something customers/ clients would value enough to want to be in a loyalty program Look at other businesses for ideas; do your research. Someone out there is already doing it, find them and copy for your business
9	Learn to ask for referrals and (actually) Ask for referrals	Your existing customers are the best source of finding new customers because with their endorsement much of the relationship building is already started for you.	Prepare a way to talk to your existing customers to ask them for referrals to new customers Think about which of your clients you would like to have more of, who are your preferred clients, what are their characteristics and who knows these potential clients Decide if you want to create incentives for your existing customers when they make referrals to your business This will be covered in bonus material and webinar
10	Explore the option to create a membership model	Generates steady flow of income to your business	Research the other membership models available. Example: <ul style="list-style-type: none"> • Gym, fitness industry • Magazine/ newspaper subscriptions are a type of membership • Book clubs where you pay monthly and they send books • On-line for almost everything Consider what you offer that someone would want to be a member of if you offered it

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BUSINESS FUNDAMENTALS 101

1	Develop a system for keeping track of your accounts	Legally you need to track your income and expenditure for tax purposes. As a business owner you want to know how much money comes in, goes out and how much is left as profit for you	Sign up for one of the software packages; MYOB, Xero, Quickbooks etc or create an Excel spreadsheet
2	Hire a bookkeeper and/ or an accountant	At some point you will stop doing your own accounts and focus on what you are best to do in your business	Ask others who does their accounts, check your local business directory for professionals in your area, google search Download Blueprint from Healthy Numbers site: “How to hire a bookkeeper” and the report “What is the difference between a bookkeeper and an accountant”
3	Open a bank account for operational transactions	It is best to keep your personal finances separate from your business finances	Choose which bank or financial institution you want to use and apply for an account Remember to ask about fees and charges
4	Open a bank account to accrue GST and Tax	If your business charges GST that money is not yours, it’s being collected on behalf of the government so it is a good idea to put the cash into a separate account so that you have it available when it comes time to pay it to the ATO/ the government	As this is an account that you will be mostly depositing to and only mostly only withdrawing as you pay your GST or tax return to the government, it can be a good idea to search around for one the banks or financial institutions which offer a higher interest account
5	Create a system to Minimise stock and inventory purchases	Keeping any amount of stock costs \$\$\$. It can be expensive to have too much stock because: <ul style="list-style-type: none"> • It can go out of date, become obsolete • Become damaged if not stored correctly • Can deteriorate or perish • Changes in demand • Cost of storage 	Make decisions about: <ul style="list-style-type: none"> • Minimum inventory levels; what is the minimum level of inventory/ stock that works for your business needs • Creating relationships with supplies so that you can have “just in time” inventory options
6	Calculate your Break-even point	Business fundamental. It is critical to understand at what point your business will financially break even. This can help you to not run out of money and to be able to pay yourself from your business. Knowing this information is also useful if you are	Calculate the total of the fixed costs in your business Calculate the contribution margin for each product Divide fixed costs by contribution margin = BreakEven point

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		looking for funding/ applying for loans	
7	Calculate your StartUp costs	So you know how much you will need to get started	List all the things that you need to get started and estimate the costs based on research
8	Decide on and find a Business Name and register it everywhere	<p>Your Business needs a name – and not yours. If you call your business after yourself then it will always be yours.</p> <p>One of the exceptions to this would (perhaps) be a fashion label, even then a Business name or “Label” rather than your name is preferable.</p> <p>Register the name everywhere, even if you are not intending to use that avenue at this point in time.</p>	<ol style="list-style-type: none"> 1. find a name that no other business has 2. register <ol style="list-style-type: none"> a. the Business name with governing authority for your Country and/ or internationally depending on your business goals/ plan b. the domain name and probably most of the following: <ol style="list-style-type: none"> c. Twitter d. FaceBook e. Instagram f. Pintrest g. The Trademark if appropriate for your product
9	Decide on Business Structure	<p>Depending on a few matters regarding your business you have choices about structure. In Australia the 2 most common are:</p> <ul style="list-style-type: none"> • Sole Trader • Incorporated Company <p>Partnerships and Trusts are also an option. Similar options are available in other countries. The sorts of considerations might include:</p> <ul style="list-style-type: none"> • Why you are starting this business eg grow to sell or create a lifestyle business • How long you plan to run this business • How big will it grow etc 	Basically your decision based on what you want/ expect from your business in the short, medium and long term. Discuss this with your accountant and/ or your lawyer
10	Register your Business for ABN and/or ACN in Australia	<p>Every business in Australia is required to have an ABN and / or an ACN. This is the unique number the business uses to identify itself with the Australian Tax Office.</p> <p>To get an ABN you need to be carrying on an enterprise.</p>	<p>If your Business structure is a Sole Trader you can apply on-line for an ABN at ato.gov.au</p> <p>If you are incorporating as a Company, the process of registration will result in an ACN.</p> <p>You can contact your accountant or your lawyer and there are also a number of on-line services that can</p>

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		If your business is trading with another business without an ABN if then that business is obliged to withhold tax at 47%	arrange your Incorporation
11	Register for GST or whichever Tax applies in your country and/ or State.	<p>In Australia there is Goods and Services Tax. When a Business is selling to a final customer the GST is deemed to be included. What this means is that the price on the price tag is the price the customer can expect to pay.</p> <p>In the case of business to business (B2B) transactions it needs to be made clear when quoting a price whether it includes GST or is ex-GST.</p> <p>A few Goods and Services are GST exempt. Depending on the product you sell and the size of your business you may have a choice about registering for GST. The Aust government has set a minimum threshold</p>	<p>Check if your product or service is GST exempt; there are not very many so important to check</p> <p>Decide if your business is going to grow to the revenue that is beyond the GST threshold of \$75 000</p> <p>If yes, then you do need to register – easy to do on-line at ato.gov.au</p> <p>If no then you can conduct your business without registering for GST</p>
12	Tax File Number TFN	<p>Each individual and business needs to register for a unique TFN.</p> <p>As a Sole Trader your individual TFN will be the one you use for completing Tax Matters.</p> <p>For a company, trust and partnership each of these require their own TFN</p>	Register on-line at ato.gov.au or contact your lawyer or accountant.
13	Insurance	<p>Decide what Insurances you need for your business, for example:</p> <ul style="list-style-type: none"> • Professional indemnity • Public Liability • Income protection • Business Insurance • Product liability • Contents • Cash • Loss of Profit • Key Person 	Discuss with your accountant/ lawyer/ insurance broker which insurances are necessary for you, your family, your business situation

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		<ul style="list-style-type: none"> • Motor Vehicle 	
14	Decide on an employment strategy	If you are employing staff you need to have certain legal structures in place	<p>Consult a HR specialist so that you have everything covered:</p> <ul style="list-style-type: none"> • employment contracts • advertising • letters of offer • job descriptions • remuneration • performance reviews • performance management, if necessary • training and development • workers compensation • superannuation • PAYG tax
15	Develop an understanding of consumer law	As a business you always want to be doing the right things and staying on the right side of the law	<p>Become familiar with the local laws regarding consumer protection. If in doubt consult a lawyer or your local government advisory</p>
16	Develop an environmental policy	Where do you stand regarding recycling, product miles, minimizing your impact on the earth etc	<p>Research other businesses. Find environment policy that you like/ admire, or don't Decide on your environment policy Publish it on your website</p>

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ALL ABOUT BUSINESS PLANNING

1	Competitor analysis	Knowing what your competitors are up to helps you to know what they might do next. Knowing who your competitors are helps to keep you “in front of the pack”.	Research your competitors to see what they offer same and similar to your offer as well as different to your offer
2	Price Analysis	Most businesses are a variety of other products or services in the market place. It is important to know what the prices of similar products are. What do your competitors charge?	Research your customers for their prices
3	Prepare a SWOT analysis	SWOT is a simple but useful framework for analyzing your businesses’ strengths and weaknesses, and the opportunities and threats that you face. It helps you focus on your strengths, minimize threats, and take the greatest possible advantage of opportunities available	Set aside the time to work through and identify 5-6 points for each of the 4. Take a look at what you have come up with and find ways to more fully use the opportunities and strengths. Create strategies to mitigate against the weaknesses and threats
4	Create your Business Mission and Vision	Similar to “why” the vision and mission drive the direction of your business. Without them it is too easy for the business to waste time, resources, energy and money getting involved in products and services that are a distraction, engaging people and/ or contractors who do not have the same values etc Vision and Mission are your foundations	Spend the time to articulate your Vision and Mission. Print it out and put it some where to remind you and your Team what you business is about
5	Create an advertising and marketing plan	Every business needs to tell people about their product/ service so that clients/ customers know: <ul style="list-style-type: none"> • The business exists • The product/ service solves their problem • The product/ service provides great value • How to buy the product/ service • Where to buy ... etc 	Map out your plan for 3-5 years, the next 12 months and the next few weeks. What is your message? How do you communicate it? What medium do you use to communicate? How often will you use each medium?
6	Create a Financial Budget	Every business needs to know the financials Is the business financially viable?	Gather information about the projected costs either from previous business experience, on-line research, direct

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		<p>Understand the fixed costs and the variable costs What is the break-even point? How much profit is projected</p>	<p>research with service providers, sometimes at the beginning there may be an element of “best guess” Predict sales forecast; weekly, monthly and build up a projection for the year ahead Use this information to prepare the financial budget</p>
7	Develop operations plan	<p>What are the aspects of business Ultimately this becomes part of your business asset</p>	<p>Create plan step by step of all the stages of operations -</p>
8	Develop a “risk” strategy	<p>What if things go “array”? Risk mitigation is a business fundamental</p>	<p>Create a plan for Risk mitigation</p>
9	Benchmark everything	<p>It is important for your business to know your benchmarks are the benchmarks for your industry and for competition. Benchmarks let you know how you are tracking compared to others in your industry</p>	<p>Create a system to calculate the KPIs that are important to you and start tracking them for yourself and for your industry This will be covered in bonus material or webinar</p>
10	Create measurable targets	<p>To grow it you need to measure it It is important to measure your KPIs – Key Performance Indicators - on a regular basis, daily, weekly, monthly and watch them grow</p>	<p>Choose your first measurable targets and set up a system to watch them grow. Examples: Number of sales per day. Goal = 6 sales per day Number of new customer per week. Goal = 10 per week Revenue per week. Goal = \$\$ XXX</p>
11	Develop a way to make decisions	<p>Being able to make good decision is imperative to being successful</p>	<p>Create a methodology for decision making. Is it based on:</p> <ul style="list-style-type: none"> • Financial considerations • Pros and cons • Customer/ client impact • If this ... then ... methodology <p>We will cover this in future webinar</p>
12	Develop a discount policy	<p>From time to time people are going to ask you for discounts; whether friends and family or others. Be ready</p>	<p>Decide what your discount policy will be</p>
13	Develop a refund policy	<p>From time to time things may go wrong or clients/ customers will want/ need a refund. Decide on your refund policy so that you can deal with any situation</p>	<p>Decide your refund policy</p>

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14	Develop your trading Terms and Conditions	Depending on your business model you will need to be clear about exactly what each transaction involves. So that both you and your clients are completely clear who is responsible for what in each transaction clear T&Cs keep everyone on track	Decide on your Terms and Conditions Th
15	Find great partners Connect with trustworthy Partners/ with like-minded businesses	Great partnerships can help grow your business. Nothing great can be achieved in isolation. In business more can be achieved with others	Think about other businesses that would make good partners. These are not about legally worded documents; it's more about partnerships that emerge as a result of strategic conversations with the right person in the right business. It's about the "spirit of partnership" where everyone is looking for opportunity for each party. Identify other businesses and organisations that could be great partners for your business. Plan out a strategy for approaching them and asking to partner Set up the partnership
16	Outsource; find people to do the things that 1. You are not good at and 2 do not have time to do	One person cannot do everything. Successful business people focus on what they do best and find others to do the things that they don't have time for and/or are not particularly good at.	Think about what you are going to do and what you are going to have others do – make a list Be clear about what you are asking them to do; create a brief, or job description and set clear outcomes and KPIs – key performance indicators Advertise and hire locally Suggestions to use: Upwork.com, AirTasker.com , elance.com, Fiverr.com, 99 Designs.com
17	Plan for growth	Businesses need to plan to grow. If not growing they are in fact "going backwards" because you can guarantee the competition is growing and planning for more growth	Ultimately you will grow your business through increased sales, new products, expanding into new markets etc Take the time perhaps quarterly, to: <ul style="list-style-type: none"> • review where you are now • look to the future and identify what "growth" would look like • create a plan • take action – nothing happens if you don't take action

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18	Plan for scale	Scale is the ability to grow rapidly and at a compound rate i.e. not just $3 + 3 = 6$ rather $3 \times 3 = 9$ far more than 6 Scale is what allows business to create more using less resources than making/ serving just one at a time	Look at your processes: where is the opportunity to streamline processes, batch process, outsource to faster/ better quality/ streamlined operations Look for inspiration in other businesses either in your field of business or outside your line of business. Inspiration is everywhere
19	Create ways to ensure positive cash flow	Cash is King. A business needs cash to be viable	Create your business to be mostly upfront payment or even pre-payment vs sending invoice after the event Go to the bank and get Eftpos machine, utilize current technology and have app on your phone. Be prepared to pay the %% fee for credit cards so that people can pay you there and then. Build the cost of %% credit card fee into your sale price or make it an extra charge
20	Set up an email account	People need to be able to contact you by email	Choose an email provider. This is an email address that people are going to use for communicating with you in your business. Consider the image you create with your email address
21	Select a email marketing tool	You need to send regular emails to your customers/ clients	Do some market research. Look at the emails you receive and the ones you like the format, or don't like. Ask others what they use. Some considerations when making your selection are: <ul style="list-style-type: none"> • Ease of use • Able to be customized • Cost • Availability of support; on-line, phone • Re-brandability
22	Create templates for regularly sent out communications	Saves time! And effort! Reduces errors	Make a list of all the communication you send out regularly and create basic templates. Example: <ul style="list-style-type: none"> • invoices • receipts • thank you letters

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			<ul style="list-style-type: none"> • quotes • tenders • term & conditions of trade etc
23	Create systems and processes	<p>Saves time! And effort! Reduces errors Ensures consistency Makes it easier to outsource/ get others to do everything!</p>	<p>Gradually over time create the procedures you follow for each thing you do Document them in one place</p>

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ALL ABOUT MARKETING & SALES

1	Get a Logo and your Branding	Every business needs to have a unique identifier and this is your colours, brand, logo	Look at logos you like and don't like and identify why and why not Engage a creative designer or design your logo yourself
2	Create your tag line	Tag Lines explain and clarify what your business is about.	Review your Vision and Mission Brainstorm ideas for Tag Lines.
3	Design and print business cards	Almost everywhere you go you will be asked for a business card. A business card says "I'm in business"	Even a simple card with your contact details is easy to produce. Remember first impressions count; what message will your business card convey?
27	Put together your style guide, file folder for files you will need	Saves a lot of time to have all the collateral in one place	As you develop your business collateral keep track of everything, example: <ul style="list-style-type: none"> • Colour codes for branding, logos etc • Font style and size for wording and headings etc • High resolution .jpeg .gif etc
28	How are customers going to buy your product/ service	Customers need to know how to buy and where to buy your product/ service	Decide are you selling: <ul style="list-style-type: none"> • on-line? • Through distributors? • In retail? • Mail order? • Direct contract • Other? Where and how will your customers/ clients purchase from you
29	Get a website	Every business needs an on-line presence, whether a website or some other solid entity. A website can perform one or more of many functions: <ul style="list-style-type: none"> • Adds credibility • A "brochure" • A Shop • Inform and educate etc 	Find websites you like and do not like Engage a web development company Be very clear what function you want your website to perform
30	Create a Landing Page	Can be used to build your profile, build your audience	Develop a great free offer

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		and take your free offers out into the world	Put together a Landing Page Publish the landing page Keep communicating with your people
31	Make a video of what you do	People want to connect with you as a person You will put it on your website Use it for pitching Can explain how your service/ product works	Think of what you want to say: key message/s Write a “script” or dot points Practice a bit, not too much otherwise sounds rehearsed Record and upload
32	Start a blog	Having a blog on your website significantly helps with SEO and builds your profile as an expert	Decide you want to blog Create a list of topics Start writing Publish on your blog
33	Follow other bloggers	Builds your profile, keeps you up to date with what is going on in your field	Think about who are the influencers in your field Read their blogs Comment on their blogs Ask questions Interact
34	Get active on LinkedIn	Reputation building	Ensure your profile is up to date and contains words relevant to your business Join groups Connect with others Comment on posts Share information
35	Choose the Social media platforms that are going to work best for you	You need to be where your people are	Having created your customer avatar no decide where these people are most likely to be looking for you and be there. If Instagram is going to work better for you than LinkedIn then put your energy into Instagram This is a plan, do, check, replan, redo, recheck cycle ...