

Let Your Business Thrive

What is the motivation/drive behind why you started your business or why you wish to start a business?

What hardships/difficulties are you facing in your business/starting your business?

What is the message of your business?

What is your business’ mission statement?

Who is your ideal customer/client? It is important to get clear on this point to attract in the right people for your business?

What do you want your customer/client to experience from your business offering?

Back to Basics

Thinking of your business/new business and the ideas you have; answer the following:

What is the problem that potential client/customer have?

What solution are you able to offer your clients/customers to alliviate this problem?

What is your business offering? This is also an opprtunity to write about new things you wish to add to your current/new business.

What is the market opportunity for your business?

What is your track record/experience that can make your business a success?

What is your USP (Unique Selling Point); something that makes you different from other similar businesses?

What is your marketing & sales strategy?

Who are your competitors locally, online and globally?

Pricing, Profit and Valuing Your Worth

List all of the pieces of value you bring to your business. This will include educational achievements, past work experience (even if not directly related to your business offering), work achievements etc.

List the value that your customer/client will receive from your business offering?

What do you charge or what do you plan on charging? This is a key piece.

Does this charge reflect the value you bring and the value you give?

“Success begins in the Mind”

What is your current mindset about your business/new business? Do you feel positive or negative..or a bit of both? Write down your thoughts below.

What are your current blocks within your mind?

What supports can you bring in to help you with this?