



New Business

12-STEP ROADMAP

TEST YOUR IDEA

01

- Check if your business idea actually solves a problem people have.
- Understand who your potential customers are and what they struggle with.
- Look at what others are doing and find a way to stand out.



02

PLAN YOUR MOVES

- Clarify your vision and long-term goals for your new business and for you, as the owner.
- Make a simple plan for what you want to achieve and how.
- Assess who will be impacted by your decision to start a business and start a conversation.

DO THE PAPERWORK

03

- Make your business official and decide if and how you want to incorporate.
- Apply for any permits and licenses you need to operation legally on the federal, state, and local levels.



04

HANDLE YOUR MONEY

- Keep your business money separate from your personal money.
- Decide how much money you need to get started and where you'll get it from.
- Determine how you'll track your cash.

MAKE WHAT YOU SELL

05

- Put together a basic version of your product or service.
- Test your product/service and fix it up based on what people say.



06

LOOK GOOD

- Make up a name and logo for your business.
- Get yourself a web address (like "yourbiz.com"), a website, and a business email.
- Build a look and feel that shows off what you're all about.

Learn more @ www.theselfmadeentrepreneur.com



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TELL THE WORLD

07

- Come up with a plan to let people know you exist.
- Use online and real-world channels to get the word out.



08

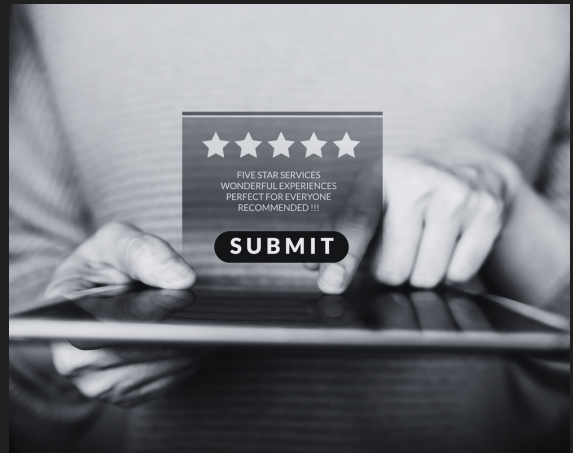
GET SELLING

- Find out the best ways to sell your thing.
- Make friends with people who can help you sell more.
- Practice and grow your sales skills.

KEEP YOUR CUSTOMERS

09

- Be ready to welcome your customers before they even buy from you.
- Prepare to answer questions and solve problems for your customers.
- Treat your customers super well so they stick around.



10

STAY SAFE

- Get some business insurance to protect yourself.
- Have a lawyer set up contracts and agreements.
- Keep the intellectual property (IP) in your business.

BUILD YOUR TEAM

11

- Bring in others who have skills you don't.
- Set your team up for success.
- Prepare all the resources and tools they need to get the job done well.



12

GROW SMART

- Revisit your vision and long-term goal often.
- Pivot your plans and adjust, whenever needed.
- Keep on top of your financials.
- Build repeatable processes that can be delegated to someone else.

Want to dive into more details about how to do all of the above?

Scan here:



Check out our [Entrepreneurship 101 & Beyond](#) workshops!

www.theselfmadeentrepreneur.com