



1. NAIL YOUR VISION

- * articulate the essence of your biz

2. WRITE A JUICY MISSION STATEMENT

- * explain the what, how and who of your biz

3. CHECK OUT WHAT OTHER PEOPLE ARE UP TO

- * explore your market, what else is out there and what that means for you

4. LIST AND SORT YOUR ESSENTIAL OPERATIONAL NEEDS

- * what equipment and resources do you need

5. MAKE SURE YOU HAVE YOUR LEGAL DUCKS IN A ROW

- * get across things like permits, insurance, biz structure and contracts

6. COUNT YOUR PENNIES AND KNOW YOUR COSTS

- * know how much you need to get started and how you'll fund it

7. ANSWER THE BIG MONEY QUESTIONS

- * how much do you need & how much do you want from this biz

8. DEFINE YOUR BRAND

- * get your logos, taglines and product image well defined.

9. HOW WILL YOU REACH YOUR MARKET

- * nut out some basic marketing strategies.

10. LOCK IN YOUR ONLINE UNIVERSE

- * register your domain name, activate biz email addresses & sort social media

