



## Business Strategy Checklist

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In the first 3-36 months of my business, I successfully completed a sales and expense forecast.

Over the first three months, I successfully completed a start-up cost budget that includes equipment and capital expenditures and organizational expenses.

My website is being found on page 1 of Google for searches from my prospective customers.

Having charted a step-by-step plan of action, I have ensured a smooth procedure that can be easily followed by anyone.

I keep my tasks and those I delegate separate, and I monitor as needed.

I hired a competent attorney, as well as a CPA, business consultant, and business coach to assist me.

I utilize well-sourced sales projections to establish inventory, personnel, and monetary needs.

My Google Map Listing is verified and updated with Google's new resources.

My ultimate goals are clearly stated, visually displayed, and tracked so that they are thoroughly understood by everyone, including myself.

If a plan that I have implemented is shown by current market indicators to be lacking, I am *always* willing to rethink, rewrite, or even scrap the initial plan.

I target new demographics and devise effective ways of defining their needs and wants.

My business plan is always changing, as is the market.

Having studied successful business models, and educated myself about modern business practices.

My Brand's market share is healthy and where I need it to be over my competition.

I have a plan to ensure my market share and brand continue to grow and not decline.