

BUSINESS STRATEGY CHECKLIST

- ☐ 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 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 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.

