Small Business Coaching

Start A Business in 2024

This worksheet is designed to be a starting point for planning and organizing your business ideas and strategies. It's a dynamic tool that should evolve as your understanding of your business and market grows. Remember, planning is an ongoing process, and Stardust Coaching is here to support you every step of the way.

Now grab a notebook and pen and let's get started.

Step 1: Business Concept and Goals

1. Describe your business idea in a few sentences.
2. List your short-term and long-term business goals.
3. What makes your business unique?

Step 2: Market Research

1. Identify your target market: Who are your potential customers?
2. List the key needs of your target market that your business will address.
3. Analyze your competitors: What can you offer that they don't?

Step 3: Business Plan Outline

1. Business Description: What will your business offer?
2. Market Strategy: How will you attract and retain customers?
3. Operations Plan: What are your key processes and tools?
4. Financial Plan: Include budget, revenue projections, and funding sources.

Step 4: Financial Management

1. Budgeting: Outline your initial budget.
2. Financial Forecasting:
    i. Project your income and expenses for the first year.
    ii. Funding: List potential sources of capital (loans, investments, grants).

Step 5: Legal and Compliance Checklist

1. Business Registration: Have you registered your business?
2. Tax Requirements: Are you aware of your tax obligations?
3. Licenses and Permits: List any required for your business.

Step 6: Brand and Online Presence

2. Brand Identity: Sketch your logo ideas and list potential business names.
3. Online Strategy: Plan your website and social media presence.
    i. What platforms will you use?
    ii. Website hosting

Step 7: Networking and Support

1. Reflect on your journey so far:
    i. What are the key challenges you anticipate, and how will you address them?

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