

# Starting your own business

## Imagine this...

You are the captain of a ship and you are sailing through uncharted waters. You're exploring new seas and trying to steer clear of any obstacles along the way – *and you are doing it blindfolded*. The only thing preventing you crashing onto the rocks and sinking your ship is luck.

Starting a new business in today's highly competitive world without in-depth planning is no different. Just like the blindfolded ship captain, the only thing preventing you crashing onto the rocks and sinking your business is luck. And luck is never a good business strategy.

This business planner is a thoroughly practical guide to starting up your own business, covering the full journey from idea to your launch. And there is no luck involved, just sound planning built on solid business principles. It's down-to-earth, easy to read and very informative. If you follow these steps carefully your business could be the next success story.

## How to use this business planner

This business planner contains three main elements:

### 1. Step-by-step guide

- It's difficult to know where to start. Should you work on your business name and logo or tackle your business structure? Does it make sense to start with the equipment and supplies you need or focus on your website? What about funding? Location? Pricing? Marketing?
- This planner take away the uncertainties. The clear, concise, and straightforward steps guide you through every aspect of starting your own business in the right order.
- Each step covers key elements of how your business will run and helps you prevent making the critical mistakes that can doom your start-up. Never forget that the business world is an unforgiving environment, especially for new businesses.
- The steps build upon each other, so it's important not to skip a step, or complete them in random order.

## 2. Worksheets

- The worksheets that accompany each step build your business.
- They get you to think through every aspect of your business and put together a practical plan that tells you exactly what you're going to do and how you're going to do it.
- Each worksheet has a series of questions to help you evaluate and coordinate all the elements that go towards building a successful business.

## 3. Action

- No business has ever taken off on an idea. It is action that transforms the idea into a business.
- Each step in building your business requires you to take consistent and concerted action to bring your business to life.
- The worksheets are action oriented and get you to take the right actions, in the right order, and at the right time and move your business forward.

## Create a dedicated planning space

This is the most beneficial first action you can take because *where* you do your planning has a significant impact on the success of your planning. In-depth planning takes a lot of time, effort, creativity, and resourcefulness. Noise, interruptions and being uncomfortable impair your ability to plan efficiently. You need a well-organised space that is optimised for focus, comfort, and results. Here's how to create your dedicated planning space:

### 1. The basic requirements

- a desk
- a chair
- a laptop/PC
- a light source

### 2. Stock your planning space with the supplies you will need

- pens
- notebooks
- sticky notes
- highlighters
- folders
- whiteboard, etc.

### 3. Make it a space that inspires you

- photos
- inspirational quotes
- motivating posters, etc.

### 4. Create a vision board

- A vision board is a collection of images that takes all your ideas, far-off dreams and goals out of your imagination and puts them where you can see them.
- Every time you look at your vision board it motivates, inspires, and energises you. But above all, it keeps you focused on what you want to achieve.
- Be sure to place it where you will see it often throughout the day.

## My dedicated planning space

To do



1.

2.

3.

4.

5.

6.

7.

8.

*Enjoy the journey! This is an exciting and rewarding process. Yes, it takes a lot of work. And yes, there will be times you feel frustrated or anxious. But it is an immense privilege to be in a position where you are able to start your own business.*