

9. Who do I expect to buy my product/service?

10. What evidence do I have that people will buy my product/service?

11. How will I tell these people about my product/service?

12. How am I planning on giving my customers the service they expect?

13. Who is my competition?

14. How do I intend being better than my competitors?

Why will your business be a success?

Write down 10 reasons that you are reasonably sure indicate your business idea is going to work.

10 reasons why my business will be a success

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

What are your business values?

Every successful business has strong values. They are the things that you believe as a business owner are important in the way you live and work. They determine –

- how you will run your business
- how customers will be treated
- how you will act as the owner
- how staff should behave
- how work should be done
- how everyone should treat each other at work.

Your values guide all of your business's actions. Below is a long list of the most important business values. Take a look through them and see which of them really speak to you. Of course, ALL these values should be a part of any business's values system. But you need to pick those that truly reflect what you strongly believe about running your business. However, simply ticking boxes is a next to useless task. You need to reflect on how you will truly live them every day. For example, it's not enough to believe that reliability is an important core value unless you reflect on exactly *how* you will show customers that you can be relied upon in any situation.

Passion

Reliability

Honesty

Innovation

A will to win

Kindness

Friendliness

Uplift others

Everyone counts

Pride in our work

Do the right thing

We grow every day

Fast is better than slow

Constant improvement

We succeed as a team

Embracing community

Never stop learning

Deliver WOW through service

We treat everyone with respect

Caring for people and our planet

Being present in everything we do

A great team and winning culture

We do what's right. Always.

We act with integrity
Delivering our very best in everything we do
Action is what we are all about
Right first time, every time
Trust is the foundation of our business
We respect each other and celebrate our diversity
We take pride in delivering quality and value for money
Respect for the rights, differences, and dignity of others
We are accountable for our actions and conduct in the workplace
Creating a culture of warmth and belonging, where everyone is welcome.

A business without values isn't really a business. How can you build a great business and deliver excellent customer experiences if you have never defined what's important to you?

My business values

These are my business values and how I will live them:

Build a brand, not just a business

A recognisable brand is one of the most valuable assets you can possess. As a small business, you may be competing against big brands with loyal customers and huge marketing budgets. You have to stand out with a strong brand of your own.

The best way to brand your business is to think of your brand as your business's personality. For instance, the personality of an accounting business is going to be very different to that of a plumbing business and thus their branding is going to be very different, too. (Many people think that their logo is their brand, but it is actually your brand's visual identity.)

What personality traits do you associate with your business and that you want to convey to customers?

Some branding ideas

- Charming and friendly
- Innovative and creative
- Adventurous and exciting
- Dependable and reliable
- Happy and fun-loving
- Glamorous and feminine
- Caring and supportive
- Nature and the environment
- Down-to-earth and wholesome
- Green and watching our carbon footprint
- Inexpensive
- Exclusive
- Convenient
- Outdoorsy
- Sophisticated
- Classic
- Quirky
- Feminine
- Professional and solid
- Cutting edge
- Old-fashioned charm
- Trendy and cool
- Youthful and sassy
- User-friendly
- Edgy and up-to-date
- Rugged and masculine

Your brand is your promise to customers, so it is crucial to integrate your branding into every aspect of your business.

My brand

1. How would I describe my business's personality?

2. What do I want my brand to say about my business and my product/service?

3. What is my brand?

What does success mean to you?

Outlining what success means to you allows you to plan and shape your business strategy in order to achieve that success. There are many different ways to define success. In fact, success is never just one thing. It is usually a fusion of money, your lifestyle, your family, your goals, your personal values, and what you hope to achieve with your business long-term. Here are some examples to get you going...

- Running a highly profitable business; earning lots of money.
- Being flexible and independent.
- The freedom to shape your business around your life and other commitments.
- Doing what you love, spending every day enjoying work.
- Making a difference, whether that's through helping people, helping animals, or helping the environment.
- Not having to work fulltime once your business gets to the point where you can hire staff to manage it for you.
- Maintaining a healthy life/work balance.
- Becoming a leading light in your industry.
- Having a positive impact on your employees, customers, your community, and our planet itself while also earning enough money to live a comfortable life.

This is what success means to me

What is your vision for your business?

Right now, what is driving you to bring your business idea to life is the vision you have of your business and the future – of where you want to be in the future, what you aim to achieve, the success you'd like to enjoy, and the impact you'd like your small business to have on the world. That vision is extremely powerful – it is motivating and inspiring you to launch your business.

Capturing your vision in words and keeping it prominently displayed is absolutely critical. It will guide your strategy and give you clarity when making critical business decisions that impact your future. In business, there will always be something to test your resolve. From the entry of a new competitor to a decline in profit margins, things will inevitably happen. It is easy during anxious times like this to make hasty or ill-advised decisions. This is where your vision statement is important. By referring to it, you can prevent the ship from veering off course and heading in an entirely different – and potentially disastrous – direction.

Your vision reflects the heart of your business. And when times get tough, it is about weathering the storm clouds and ensuring that you don't compromise your original vision or principles.

My vision

As an entrepreneur, your most crucial asset is your health. It may seem doable to consistently work over 50 hours a week, skip sleep, not exercise, or put healthy eating aside, but failing to take care of yourself can have far-reaching effects on your business. Your health has to be a significant priority. Get enough sleep, exercise, and eat a healthy diet.