

# New Business Start-Up Program

We've identified the 100 key factors and steps to help the person starting a new business, and grouped these into 10 distinct areas:

1. The Right Opportunity & Right Time?
2. Leadership & Management Skills
3. The Plan & Strategy
4. The Sales Tools and Effort
5. Policies & Procedures
6. High Profits Fast
7. Long Term Success
8. Managing the Specific Outcomes
9. Owner's Personal Life
10. Key Distinctions to Get

**Congratulations for taking this program!**

## INTELLECTUAL PROPERTY NOTICE

This material and these concepts are the intellectual property of Coach U, Inc. You may not repackage or resell this program without express written authorization and royalty payment. The exception is that you may deliver this program to single individuals without authorization or fee. If you lead a workshop, develop or deliver a program to a group or company based on or including this material or these concepts, authorization and fees are required. You may make as many copies of this program as you wish, as long as you make no changes or deletions of any kind.

## PROGRESS CHART

Date	Points (+/-)	Score

---

### NEW BUSINESS START-UP PROGRAM 100-POINT CHECKLIST

---

#	Sections									
	A	B	C	D	E	F	G	H	I	J
10										
9										
8										
7										
6										
5										
4										
3										
2										
1										

GIVE YOURSELF CREDIT AS YOU GET POINTS FROM THE 100-POINT PROGRAM. FILL IN COLUMNS FROM THE BOTTOM UP.



## A. RIGHT OPPORTUNITY?

- Even if this one fails, it will train me well and put me in touch with more opportunities.
- I don't NEED this new business, either personally or financially. Instead, I WANT it very much.
- I have at least 1 year of strong and successful experience in this field or industry.
- This opportunity has very low overhead so I'll have flexibility and be able to afford the learning curve.
- My family, banker, attorney, CPA and coach are supportive of this venture.
- I have at least 6-12 months of expenses (both personal and business) in the bank before starting.
- I have experimented FIRST for at least 90-180 days with the field or business so I have evidence that it works, not just a plan or gut sense.
- People know what it is that I am selling; it is familiar. I don't need to spend HOURS educating them.
- People WANT this product or service; they MAY also NEED it. (Don't sell Castor Oil.)
- I have used this product or service, know its value first-hand and totally believe in it.

\_\_\_ Number of boxes checked (10 max)

## B. BUSINESS SKILLS

- Leadership: I direct people and efforts easily and well.
- Influence: I am not afraid of people (staff, prospects and customers); I have no problem telling them what they should do.
- Consistency: I have enough personal discipline to stick to this and carry it out. I self-manage and initiate. I don't need lots of support.
- Eagerness to risk: I am willing to constantly try new things, innovate, make it easier and better, go for it and risk a portion of money I have.
- Respect: I honor people; their unique contribution and I include them in decisions. My staff are my customers.
- Emotionally healthy adult: I don't get my needs met by staff/customers, I don't get angry or react, and I don't take things personally. This business is a game.
- Adequate Reserve: I always have more than I need: Time, Cash, Space, Skills, Staff, Sales, Opportunities.

- Dedication: I am totally dedicated to being the best, making lots of money and having the company be extraordinary.
- Problem-Solver & Preventer: I easily reduce a complex problem to bite-sized pieces and then take extra steps so that this type of problem NEVER occurs again.
- Manager: I manage the operation, and am aware of the "specific outcomes," factors and early warning indicators that will make or break me.

\_\_\_ Number of boxes checked (10 max)

## C. THE PLAN & STRATEGY

- I've done a sales and expense pro forma (forecast) for the first 3, 6, 12 and 36 months of my business.
- I have done a start-up cost budget, including equipment/capital expenditures, organizational expenses and other expenses needed over the first 3 months.
- I have outlined each person's job and how and how often they report to me. (Reporting form done, too.)
- I have written out a step by-step action plan with dozens or scores of steps and I am working that list.
- I know how much I am going to do and how much I am going to delegate.
- I have hired an attorney, biz consultant, coach, CPA and other professionals that I need.
- I have used well-sourced sales projections to establish inventory, personnel and cash needs.
- My top 3 goals are clear, written, visually displayed, tracked and "gotten" by all as THE priorities, including myself.
- I am willing to rewrite, update or even scrap my plan if the MARKET dictates what I should sell and how I should sell it.
- I track my action plan weekly to see if I am course.

\_\_\_ Number of boxes checked (10 max)

## D. SALES TOOLS & EFFORT

- Only those who can really sell are selling, even if that means just me. I don't train weak ones.
- The company has a DAILY sales quota and I manage it.
- I have the brochures I need to attract the customers to buy.



- I have the sales script/selling points written out, memorized and I am very polished.
- I know how to close people and get paid.
- Every part of the company is designed to support the sales effort, from concept to quality control to delivery.
- I have set up a great system to prompt word of mouth and referrals. I don't just rely on marketing/ads.
- I have set up a system to fully "get" what the customer or prospect really NEEDS and WANTS and quickly make changes to sell them THAT. (Relationship-based selling.)
- On a percentage basis, my selling/marketing costs are very low, even if means lost sales.
- I have designed myself, my company and my product or service to be very, very attractive (vs. promotive or seductive) to my market.

\_\_\_ Number of boxes checked (10 max)

#### **E. POLICIES/PROCEDURES**

- I have a daily and weekly checklist of what must be done and by whom.
- I have a monthly and quarterly, similar, checklist.
- The accounting and bookkeeping is being done easily, accurately and timely. I get frequent reports.
- I have designed the company systems so that there is a minimum of paper and procedures.
- I delegate many decisions down line, even if it means that mistakes are made.
- Staff meetings are creative, reportive and training-based vs. chatty or confrontive.
- The company has a policies and procedures manual.
- My business is so well planned, controlled, insured that if my home or office were leveled this afternoon, I'd be back in business in the morning and/or have insurance money to help.
- I have selected the best legal form of business.

\_\_\_ Number of boxes checked (10 max)

#### **F. HIGH PROFITS NOW**

- I've set the company up to be more profit driven than growth driven.
- I am naturally cheap, although I'm willing to invest cash in my business to make even more money.

- My target market is well defined, can afford to buy and I can access it easily with the contacts and tools and I have.



- I pay cash even for capital expenditures.
- I let my clients tell me what they need/want to buy and I create/sell them THAT vs. trying to come with what I think they want or should need. I am an extraordinary listener of unspoken requests and needs my customers and prospects have.
- There is a strong, profitable future in my field or industry. I am not selling buggy whips or hula-hoops.
- There is not much financial risk to me the way I have set up my business. I can afford the mistakes that WILL be made.
- I am not over-leveraged and am not pushing to maximize every single opportunity. I have patience for the market to decide and buy.
- I have future plans for additional products and revenue streams.
- \_\_\_\_\_

\_\_\_\_ Number of boxes checked (10 max)

### G. LONG-TERM SUCCESS

- My company's mission statement is authentic and reflects my feelings and thoughts perfectly; it doesn't just sound good.
- The staff knows and backs the mission statement.
- I have put together a savvy 5-member board of advisors with whom I meet monthly and respond to their counsel.
- I have implemented rigorous, but lucrative, incentive plans for all key employees.
- My customers can easily articulate the benefits of my services or products - and do so.
- I update my policies and procedures manual annually.
- I continually upgrade all aspects of my operational systems for the highest possible productivity.
- I know how, and am, building a strong, positive, reputation in my niche.
- I continually add value to my product or service.
- I don't just keep up with my competitors; I eclipse them by setting my targets higher, deeper and very uniquely mine.

\_\_\_\_ Number of boxes checked (10 max)

### H. THE SPECIFIC OUTCOMES

- I know what my gross profit margins are.
- I know what my net profit needs to be.
- I know what my re-order points are.
- I know my cash flow needs.
- I know my daily/weekly sales goals and results.
- I know how quickly I collect my receivables.
- I know my referral rate as a percentage of sales.
- I know my sales costs percentage.
- I know my current and aged receivables.
- I know my \_\_\_\_\_

\_\_\_\_ Number of boxes checked (10 max)

### I. PERSONAL LIFE

- I have a right-hand person/executive assistant who handles every detail so that I have space.
- I am adrenaline and addiction free.
- I have a strong Personal Foundation.
- My family loves and enjoys my company.
- I am model for other Entrepreneurs/CEOs.
- I take excellent care of my health.
- I don't "do" stress. Nothing is worth that.
- I have plenty of personal funds.
- I am proud of myself as I am. I don't have anything to prove and I don't push myself hard. I know it is out of integrity to do so.
- I have something "better to do" after work each day than work.

\_\_\_\_ Number of boxes checked (10 max)

### J. KEY DISTINCTIONS

- Responsible vs. in a position to react
- Profitability vs. growth/revenue
- Minimum vs. maximum work
- Leadership vs. management
- Priorities vs. agendas of others
- Frugal vs. penny pincher
- Risk/experimentation vs. "going for broke"
- It's a game vs. a passion/cause/need
- Support vs. control
- Self vs. ego

\_\_\_\_ Number of boxes checked (10 max)



## INSTRUCTIONS

There are 4 steps to completing the **New Business Start-up Program**.™

**Step 1: Answer each question.** If the statement is true, check the square. If not leave it blank until you've done what it takes for it to be a full YES. Be rigorous; be a hard grader.

**Step 2: Summarize each section.** Add up the number of checked squares for each of the 10 sections and write those amounts where indicated.

Then add up all 10 sections and write the current total in the box on the front of this form.

**Step 3: Color in the Progress Chart on the front page.** If you have 5 checks in the Accounting section, color in the bottom 5 boxes, and so on. Always start from the bottom up. The goal is to have the entire chart filled in. This will indicate that you are managing your company well.

**Step 4: Keep playing until all boxes are filled in.** This process may take 30 or 360 days, but you can do it!! Use your coach or advisor to assist you.

