

Take stock of your businesses



6 THINGS YOU NEED TO DO IN YOUR SMALL BUSINESS

SIMPLE STEPS TO TAKE YOUR BUSINESS
FROM ZERO TO 100



Hello There,

BUSINESS OWNER

Welcome to THE FIRST STEP COACHING COMPANY.

It feels amazing to share this with you. I'm Janine the owner, I'm a Certified Success Coach that specializes in Small Business & Leadership Development. I know I look young, but I have over 20 years experience working with business leaders like you.

I designed this as a first step tool to help propel business owners forward. You will find 6 key things you should do to get your business off the ground or move the mark!

Getting clear with your business objectives, creating realistic expectations and slaying your goals is what matters the most. So you need a comprehensive plan to map out how you're gonna make it happen.

We are all here to make a major difference in this world, so let's start making your dreams come true and
Get on Purpose!

janine

A top-down view of a workspace. On the left, a portion of a silver laptop is visible, showing the keyboard and trackpad. To the right of the laptop is a notebook with a white cover and grey horizontal stripes. A black pen lies horizontally across the notebook. The background is a plain, light-colored surface.

#1

Have A Plan

"Fail to plan plan to fail"

Creating a business plan is like mapping out your route for a road trip. You know where you are going to start and end, but you have to decide the best way to get there.

A business plan creates a clear vision of your business, it reflecting both your values and goals. It forces you to think of exactly how you are going to make "it" happen. A business plan creates time lines, establish what resources you have and what you need to get. It should have a detailed marketing strategy and financial break down for at least the first 5 years.

Far to many business owners neglect making a plan, this is a sure way to get off track.

As your business grows and changes, so should your plan. It's not a write one and done. It is a living breathing document that you should revisit at least once a year to make sure you are on target.

2

Be Accountable



Just checking in!

Accountability, is the number one reason people hire a coach. It's not always easy to do all the things you plan to do in a day, week, or month. It's even harder when there is no one holding you accountable.

Hiring a coach or enrolling a friend can keep you on track. Staying the course is how you are going to complete the tasks/actions that are essential for your businesses growth and success.

Don't delay get an accountability partner today!



3

Be Resourceful

Do It Yourself Entrepreneur!

Once upon a time you would have to hire a slew of professionals to get your business started. Thankfully with the development of technology and software the increased availability of on-line tools can dramatically decrease your start up costs.

There are great resources out there. It takes a little patience to navigate through them, but it is totally worth it. Build your own website, create your own graphic design projects, including your logo. Also, invest in a phone that has an amazing camera you can use for pictures and video.

*In my followup email I will provide a list of some of the amazing tools I have discovered over the years. DIY technology will allow you to free up funds you can apply in to other areas of your business. You know your strengths and challenges, so do what you can.

4

Just Choose One



Jack of all platforms master of none?!

With all the Social Media Platforms, it may be difficult to decide where you should focus your attention.

But you have to choose one!

Spreading yourself all over is too much work and it is ineffective. Through the completion of your business plan you will have carved out your niche. The next question you need to ask yourself is where do I find my ideal customer? Are they using: Face Book, Twitter, Pinterest, Instagram, TickTock, LinkedIn?

The platform your target market uses the most should be your primary focus. Take the tutorials, master this tool and drive traffic to your business. Allow your content to "bleed" into the other forums, but focus all your attention on one.

You will get more out of it and not spend all your time fixating.



5

Find the Free

Knowledge is Power!

Unlike networking events where everyone is selling and very few people are buying, there are a whole host of great Small Business/Entrepreneurial events hosted by your municipality.

Small Businesses are the life blood of any community and your local government needs you to thrive. For this reason they have information centers, grants, loans and a whole host of events available for free.

Seek them out, put them in your schedule and get to it!

6

Master The To Do



It's not just crossing things off

Maximizing your to do list is life changing. As It is an extension of your Business Plan. It breaks down the tasks you need to complete daily, which will get you closer to the goals that you have set out for yourself and your business.

The do list allows you to organize both the personal and professional tasks that need to be tackled within an allotted time.

Here are a few things to consider when using the mighty To Do:

- 1) Use an App to have a running TO DO (Master List) that you consistently add and remove from
- 2) At the start of your day hand write the days To Do's pulling from your Master
- 3) DO NOT include appointments or meeting - only the tasks you need to do to prepare for them
- 4) Every task needs to include a **verb** at the beginning, a **noun** for description and an allotted **amount of time** (anything over an hour needs to be broken down into smaller tasks)
ie Write Executive Summary of Business Plan (40mins)

My Business Plan Outline

Here is an outline to start your business plan. The more detailed the better. This is your map to success.

Business Name:

Executive Summary:

Mission Statement

Company Objectives

S.W.O.T Analysis:
Strengths

WHAT'S YOUR
BUSINESS
PLAN?

My Business Plan Outline



S.W.O.T Analysis: **Weaknesses**

S.W.O.T Analysis: **Threats**




Marketing

S.W.O.T Analysis: **Opportunities**

Present **Situation/Future**

Financials

My Business Plan Outline

		EXPENCES			TOTAL
	Start Up				
	On Going				
	Future				

My Business Plan Outline



First Quarter

Third Quarter

Second Quarter

Fourth Quarter

What A Coach Can Do?



A time will come in the evolution of your business where you will need to level up your approach. You will know you've come to that point when you feel stuck and frustrated with your progress. Consider hiring a coach, they are your personal Cheerleader!

They can help you:

- M**ake wise decisions
- D**etermine the next step in your business
- F**ind your balance
- H**old you accountable
- G**ive you a push

A coach won't solve your problems, they will help you face them and show you how you can help yourself!

Thanks!



JANINE BOWEN & co.
FIRST STEP COACHING

Need a little more support in your business?

Book your complementary session today

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