

Solutions & Take-aways:

1. What is your game? What do you want to do – what product or service will you offer?
2. What makes your product different? Why should I purchase your product or service over a competitor?
3. How big do you want to be? Hint the answer is **NOT** - #1 on Google. Give me the real answer.
4. How will you accomplish your goals? Hint the answer has **nothing** to do with marketing or advertising. Give me the real answer.
5. How will you measure your success?
 - Have you set measurable accountability?
 - Will you need a staff? How will you measure their accountability?
6. Is there a production period?
7. Why do you want to have a business?
 - Always wanted to be self-employed vs *working for the man*.
 - Tired of long hours and being unappreciated
 - Tired of being broke
 - What more time to yourself? What to have more time to shop? Spend time with the family and kids? Take exotic vacations?
 - I want to start fresh – new job, new industry – fresh start, you know man.
 - Extra money for kid's future
 - 2nd job until we really start moving.

Why?

You must know your why? Write it down. Be specific as you will need to review YOUR WHY.

Presentation upside down. San Antonio Web Spinners Presentation

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Scratch paper to doodle.