



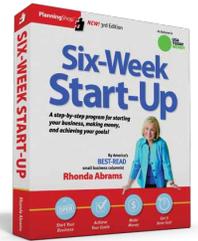
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Rhonda Abrams

Excerpted from *Six-Week Start-Up*

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CREATING MY IDENTITY

Use the space below to begin developing your corporate identity. You may want to draw pictures, as well as use words and phrases, to develop the look, feel, and message you want to convey. You will continue this process in Week Six.

■ Business name

■ Tagline and keywords for marketing material

■ Logo

■ Colors

■ Distinct product design

■ Distinct packaging

■ Decor, employee clothing, or other unique identifying features



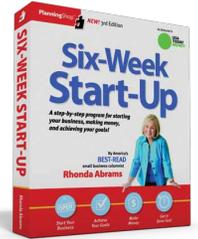
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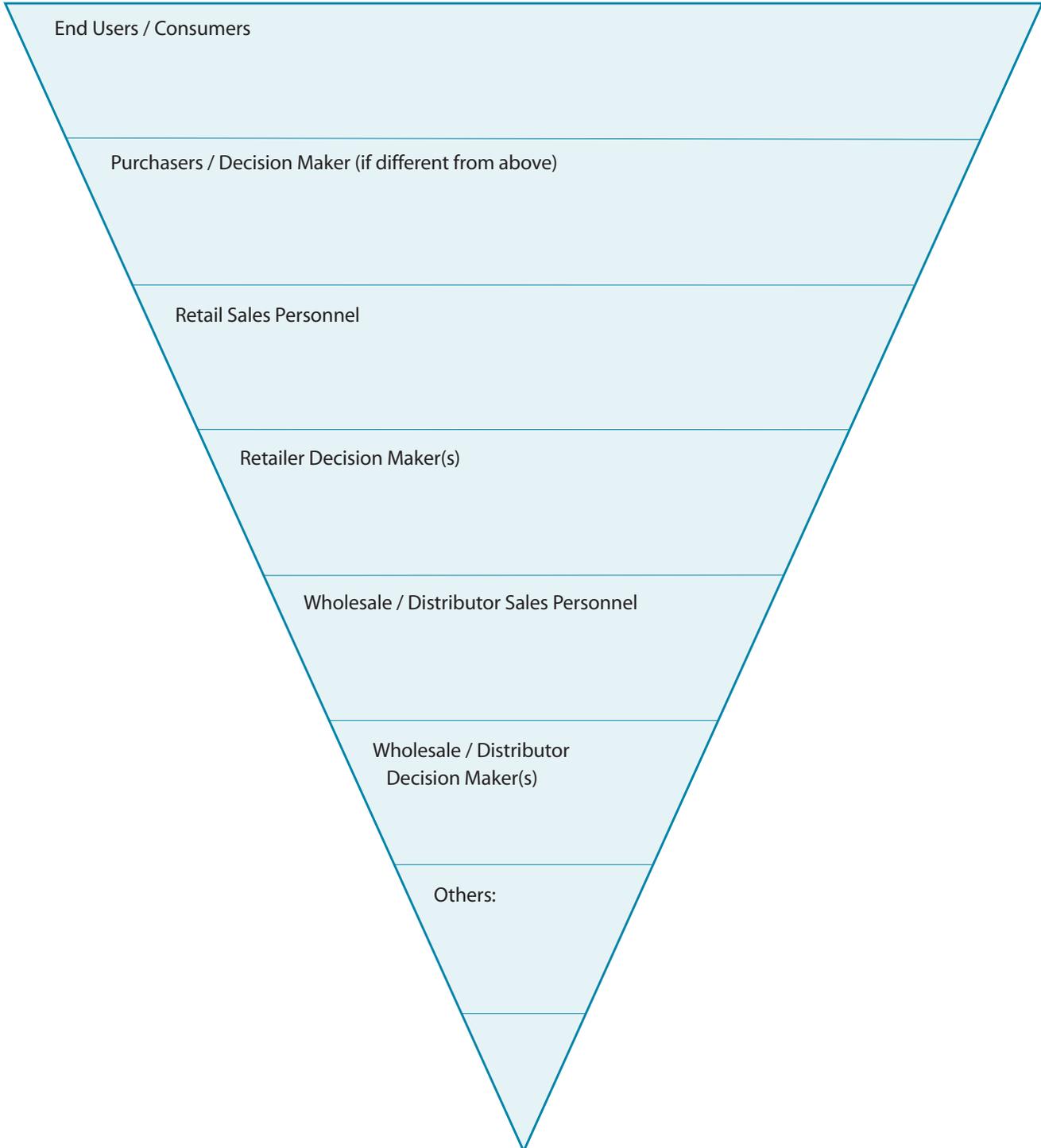
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WHO ARE MY CUSTOMERS

*Describe whom your customers are in each of the following categories.
You'll find that the number of customers in each category grows the closer you get to the "end user."*





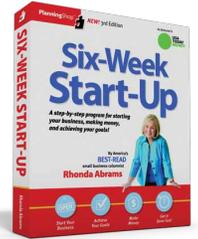
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VITAL STATISTICS

Use this worksheet to keep track of important dates, numbers and information about the legal status of your business or yourself. You may be asked to refer to these often.

Date of incorporation:

Corporation number:

Formal company name:

"DBA"/in what county filed/date/number:

Federal Employer Identification Number ("EIN"):

State Employer Identification Number:

Federal business license or permit number:

State business license or permit number:

City business license or permit number:

Better Business Bureau number:

Unemployment insurance provider/date of instatement, renewal date:

Other:



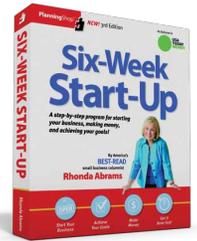
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DESIGNING MY PRODUCTION PROCESS

As you outline the steps involved in your production process—whether you produce a product or a service—consider the following items, how long the steps take, and who is responsible.

■ What supplies do I need?

■ When do I need them?

■ How much labor is required?

■ How will I set standards?

■ How will I ensure those standards are met consistently?

■ How will I reduce inefficiencies in the process?

■ How will I ensure safety?

■ How will I ensure adequate access to necessary utilities?

■ How can I reduce waste and conserve energy and water?

■ How will I dispose of waste?

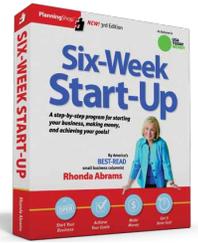


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TAKING STOCK: WHAT ARE MY EXISTING ASSETS?

	Specifics (amount, type, etc.)	How Readily Available
Financial Assets:		
■ Savings		
■ Income from other sources		
■ Spouse's income		
■ Credit lines/Credit cards		
■ Stocks & other liquid assets		
■ Home equity		
■ Retirement funds		
Tangible Assets:		
■ Equipment		
■ Furniture		
■ Space/Location		
Business/Professional Assets:		
■ Marketable skills		
■ Specialized knowledge		
■ Business experience		
■ Certifications/Credentials		
■ Licenses, Memberships		
■ Ability to make sales		
■ Good customers/client relationships		
Personal Assets:		
■ Education/Training		
■ Intelligence		
■ Excellent communication skills		
■ Outstanding work habits		
■ Business or financial connections		
■ Rich relatives or friends		
■ Supportive family or friends		
■ Ambition & passion		
■ Other:		
■ Other:		



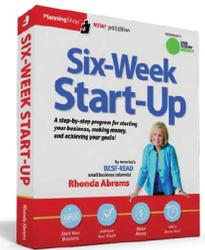
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MARKETING VEHICLES COMPARISON CHART

QUESTIONS	DIRECT MAIL brochures, fliers, coupons	SIGNAGE vehicles, building, billboards	PRINT MEDIA newspapers, magazines phonebook	BROADCAST MEDIA television, radio
<input type="checkbox"/> What market do they reach?				
<input type="checkbox"/> How big is their reach?				
<input type="checkbox"/> What percentage of their market is my target market?				
<input type="checkbox"/> What is the Cost per Thousand (CPM) reached?				
<input type="checkbox"/> What frequency will I need to be effective?				
<input type="checkbox"/> What is the reasonable immediate response I can expect?				
<input type="checkbox"/> How expensive is the ad to prepare?				
<input type="checkbox"/> What are this vehicle's advantages?				
<input type="checkbox"/> What are this vehicle's disadvantages?				
<input type="checkbox"/> Other:				

