



The Waking Girl Checklist to Becoming a Busy Business Owner

Waking Girl wants your start-up to succeed. In over ten years of working with entrepreneurs, we have learned a few tips and tricks to get you going!

CHECKLIST

- I have a clearly defined product or service to sell (list product names or categories)
 - _____
 - _____
 - _____

- If someone wanted to buy my product/service today I could deliver the product/service or a quote/timeline in a reasonable timeframe
 - Services: My calendar is open S M T W Th F S from _____ to _____ starting ____/____/____.
 - Products:
 - Manufacturing complete: Yes No
 - Time to ship products: _____ days

- I know my cost for producing and delivering these products/services
 - \$ _____ manufacturing cost, \$ _____ delivery cost
 - \$ _____ manufacturing cost, \$ _____ delivery cost
 - \$ _____ manufacturing cost, \$ _____ delivery cost

- I know the price the customer is going to pay
 - \$ _____
 - \$ _____
 - \$ _____

- I know customers are willing to pay this price (provide research/details)

- I know my client and what they're looking for (describe your customer)

- I know how many widgets I need to sell for the business to be successful
 - Break even: _____ widgets/services per month
 - Profit: _____ widgets/services per month

 - Break even: _____ widgets/services per week
 - Profit: _____ widgets/services per week

 - Break even: _____ widgets/services per day
 - Profit: _____ widgets/services per day

- I have a plan for selling that many widgets (describe the plan)

- I have sold at least one product or service to a friend or family member
 - Yes, I sold _____ to _____
 - Nope!

We rarely work with business owners who have not yet sold any products or services. Early sales to family/friends/colleagues is a key component to your success! Some exceptions apply. ☺

- I know of several direct and indirect competitors and I have at least one reason my audience will want to choose me over them
 - _____
 - _____
 - _____

- I have avenues for clearly communicating that reason to my audience
 - _____
 - _____
 - _____

- I have a marketing plan outlined to advertise my product/service that will put my website in front of my target audience. Explain the highlights:
 - _____
 - _____
 - _____

What's next?

Based on your answers in the checklist do you have a viable business or just a great idea?

<i>Viable Business</i>	<i>Great Idea</i>
Awesome! Take the next steps to continue with your plan! We are here to help! Send this page to us to get started!	That's ok! Every business starts somewhere! Look at the checklist to determine areas which items need to be handled to turn this idea into a business!

Business Name:

Phone Number:

Email: