

Value-Add Yourself

The 4 Week Action Plan

Duration:	-
Prepared by:	

Business Goals

Here I will layout an attainable action plan for you to get you on your way with your new business. I know you can do this!


- Week 1 is for planning what you want for your business and making it legal
- Week 2 is doing the local stuff - opening bank accounts, applying for licenses/insurance
- Week 3 you will work on email provider, marketing, website etc.
- Week 4 is your time to shine and show the world what you have to offer!

PRINT a copy of this for you to put into your business notebook.

Week 1 - Let's Start this Thing!

Action Steps	Write it Down	Check it off
<p>What type of business do you want?</p> <ul style="list-style-type: none"> ● Details ● Ideas 		
<p>Name It!</p> <ul style="list-style-type: none"> ● Search the name in your state to make sure it is not already taken. ● Have options, just in case. 		
<p><u>Write a mission statement:</u> 1-3 sentences answering what you do, how you do it. Why do you exist?</p> <p>WE (provide this value) TO (target audience) BY (what you do)</p>		
<p>Make it legal - an LLC is about \$50/year YOURSTATE.GOV will help you</p>		
<p>Talk to your accountant about what you are doing</p>		
<p>Start a notebook binder to keep all of your biz formation letters, tax ID numbers, receipts</p>		

Week 2 - Local Business Tasks

Action Steps	Write it Down	Check it off
<p>Open a business checking account- bring:</p> <ul style="list-style-type: none"> ● Tax ID numbers ● Biz formation paper ● DL + SS card 		
<ul style="list-style-type: none"> ● Apply for local business license, if applicable 		
<p>Apply for Cottage Foods License, if needed</p> <p>Search your state's Agriculture website</p>		
<p>Look into EXTRA insurance if selling products or teaching from your home/farm</p> <div data-bbox="99 1409 462 1522">  <p>Home Soap, Cosmetics, Jewelry, Artisan Food, Candles, Massage... indiebusinessinsurance.com</p> </div>		

Week 3 - Emails, Marketing etc.

Action Steps	Write it Down	Check it off
<p>Get your email address set up!</p> <p>Email Marketing Providers are listed in the back of the book.</p>		
<ul style="list-style-type: none"> ● Order business cards - give one to everyone you meet 		
<p>Time for Social Media - pick only 2 platforms and use your business name</p> <ul style="list-style-type: none"> ● POST 2-3x/week ● Give free info, DIY, recipes, etc ● Share to personal page and relevant groups 		
<p>Set up a website or at the very least a landing page within your Email Marketing Provider.</p> <p>Pick something easy to use, low cost too.</p>		

Week 4 - Time to Shine - Show it to the World!

Action Steps	Write it Down	Check it off
<p>Plan your first class, festival, market day, online program.</p> <p>Time to get that first sale! What will you do?</p>		
<p>In everything you do, gather email addresses, ask for referrals and grow your list.</p> <p>Ask for testimonials or reviews - add them to your social pages and website</p>		
<p>Continue the momentum!</p> <ul style="list-style-type: none"> ● Set up your next 3 classes, clients or markets ● More more inventory ● Send out newsletters each month 		
<p>What is next for you?</p> <p>Set some short term and long term goals here.</p>		

Notes
