

The Speak Life

CHECKLIST FOR ENTREPRENEURS!

ALL THE THINGS YOU WILL NEED TO GET STARTED
BEFORE MAKING THE LEAP INTO BUSINESS.



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ENTERPRISES

MOTIVATING, INSPIRING AND CHALLENGING OTHERS TO REACH THEIR PERSONAL BEST!

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3 WAYS TO GET MASSIVE VALUE

FROM THIS CHECKLIST

1

PRINT this checklist and use it as a road map for next steps to position you for success in your entrepreneurship venture. Also, take a look at my entrepreneurship quiz which asks you definitive questions about going into business for yourself.

2

Think of ONE ACTION that you can take today that would be a small win on your path to checking off all the items on this list.

3


To maximize your time see what you may already be doing on the checklist and adjust accordingly. Even if you don't have any of the items, it's still a good idea to prioritize them for full impact. Taking action right away will give you instant momentum to start seeing BIG results.



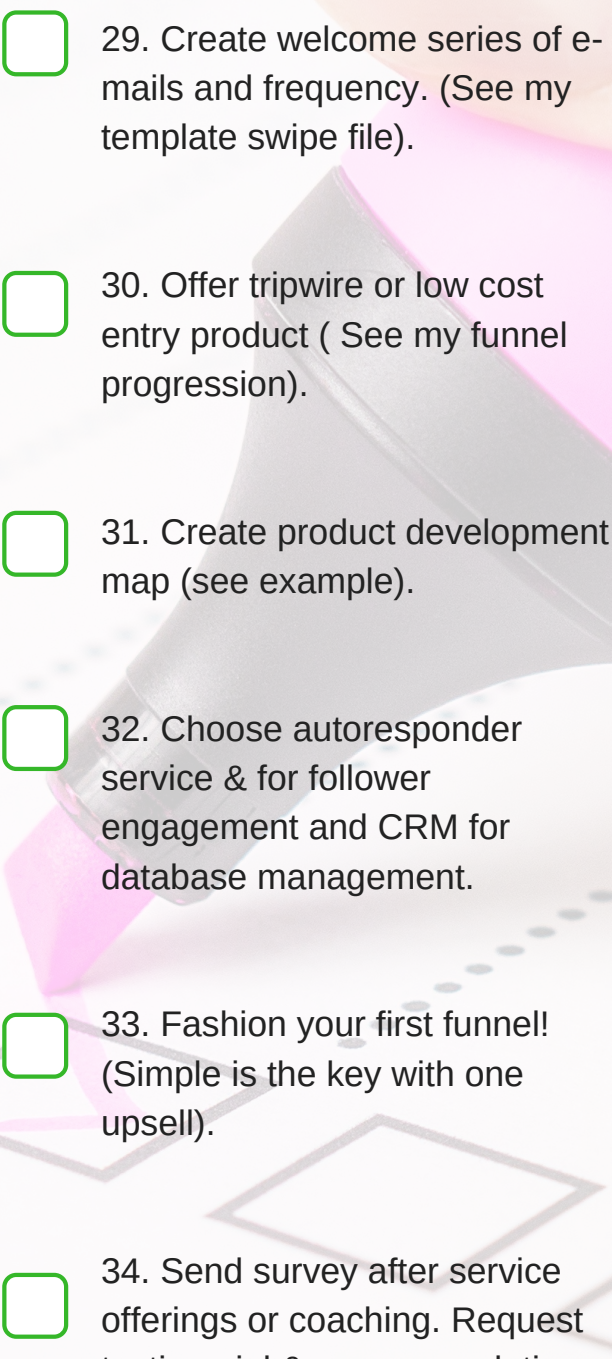
ACTION STEPS

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- ☐ 1. Establish and secure your business entity with name & necessary formation structure. (EIN#, sole-proprietor, LLC, etc.)
*Include business Insurance
 - ☐ 2. Secure domain name (Identify Hosting service, e.g.Siteground). Obtain SEO friendly plug-in (e.g., Yoast).
 - ☐ 3. Choose WP Self-hosted theme and marketing plug-ins, (e.g. thrive themes, SumoMe, Learndash for courses, etc.)
 - ☐ 4. Create entrepreneurship specific social media accounts.
 - ☐ 5. Discover and cement your perceived market advantage (i.e., USP & business model).
 - ☐ 6. Study the art of closing on my website. Need, desire, finances, and trust.
 - ☐ 7. Explore the root of your story and how to leverage for success. (It's your strength, dig deep).
 - ☐ 8. See Speak Life Business Blueprint on my site. (Goal of establishing yourself as an expert on your topic).
 - ☐ 9. Identify your top 3-4 product or service offerings. (Signature service, goods, courses, etc.)
 - ☐ 10. Clearly define your customer! See SWOT & Avatar analysis. (Non-profit, Govt, schools, medical).

ACTION STEPS

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- ☐ 11. Create a 30-second elevator pitch. No selling, only value adds with results focused narrative. (See my latest e-book)
 - ☐ 12. Schedule photo-shoot for full body and head shots. Then create marketing assets from images.
 - ☐ 13. Secure video camera and mic for content creation. (See my recommendations).
 - ☐ 14. Gather video content. (If no business content exists, schedule asap for footage and testimonials to capture footage and create story).
 - ☐ 15. Critically think of branding strategies, adopt and select best path to success. Includes logos, artwork, slogan or moniker.
 - ☐ 16. Establish your Avatar needs (Age, pain point, locations, etc.) See JC worksheet and analysis.
 - ☐ 17. Develop your entrepreneurship progression (Infographic).
 - ☐ 18. Develop a free consultation form (as a buffer on your website, see my website).
 - ☐ 19. Sales script & conversation do's and don'ts.
 - ☐ 20. Draft Contract proposals to place in cue.
 - ☐ 21. Draft actual contracts to place in cue.
 - ☐ 22. *Tiered and 3 option contracts.

ACTION STEPS

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- ☐ 23. Secure appointments system and set-up. (Recommendations: Book Like a Boss or Acuity and Omnify.)
 - ☐ 24. Map out how to secure discovery calls or strategy sessions with potential clients.
 - ☐ 25. Draft initial marketing campaign (Following Avatar discovery information).
 - ☐ 26. Now begin to advertise and retarget through campaigns on Google and Facebook.
 - ☐ 27. Adopt the practice of building your list constantly!
 - ☐ 28. Create multiple lead magnets (See Template).
 - ☐ 29. Create welcome series of e-mails and frequency. (See my template swipe file).
 - ☐ 30. Offer tripwire or low cost entry product (See my funnel progression).
 - ☐ 31. Create product development map (see example).
 - ☐ 32. Choose autoresponder service & for follower engagement and CRM for database management.
 - ☐ 33. Fashion your first funnel! (Simple is the key with one upsell).
 - ☐ 34. Send survey after service offerings or coaching. Request testimonial & recommendation on letterhead.

ACTION STEPS

☐ 35. Begin referral cultivation requests.

☐ 36. Follow-up with cards of personal thanks.

Future initiatives and coaching

☐ 37. Explore Affiliate relationships.

☐ 43. Develop niche specific launch strategies.

☐ 38. Keep learning and test your ideas.

☐ 44. Develop infographic: For example: Coaching Progression Infographic.

☐ 39. Webinar creation and staging. (see my recommendations).

☐ 45. Annual Event, Conference or Retreat for Mastermind.

☐ 40. Follow a Product Creation Blueprint. (See my template)

☐ 46. *Work with me coaching program.

☐ 41. Course offerings in your specialty area. (See LMS recommendations.)

☐ 47. *Special Add-ons: Assessment Tools Surveys (DiSC, Speaking Evaluation).

☐ 42. Membership site offering and creation.

☐ 48. Ongoing Mantra: Review, Revise, Relaunch and Repeat!

WHAT STEPS WILL YOU TAKE TO CHECK OFF ITEMS ON YOUR LIST?



ACTION STEPS

1

2

3

Responses:



The Speak Life Checklist for Entrepreneurs.

ACTION STEP NOTES

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