

Family Biz Beginning Worksheet

Businesses all start with an idea. But don't let it stop there! The idea part is a fun and engaging time and then moving forward with those ideas can easily get bogged down by too much thinking and lack of motivation. This one-page startup planning worksheet will give you the foundation that you can build on.

Step #1 – Business Brainstorm

Write down some possible products and/or services that you could sell.



Step #2 – Business Plan Foundation

Pick one of your business ideas and answer these 3 questions to get you thinking on your business approach and process.

1. What and why are you selling?

2. Who is buying what you sell?

3. What free offers will attract their interest?

Step #3 – How and Where to Sell



Expand on your answers from the last question to develop a basic marketing plan. Focus on how and where you'll promote your business. *Wording to sell; places to sell; other promotion ideas.*

Step #4 – Start and Build – Get Equipped

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