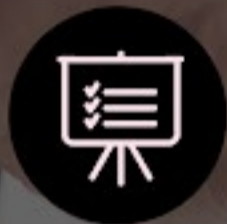


5 SIMPLE STEPS TO STARTING A SUCCESSFUL BUSINESS



SOLIDIFY YOUR IDEA

Who is your target market?
What problem are you solving? How? Why?



MAP OUT LOGISTICS AND FINANCIALS

Business model & marketing plan
Funding, budget, & projections
Company Organization & infrastructure
Payroll & taxes



CULTIVATE YOUR IDEAL CULTURE

Clarify non-negotiables for your business
How to bring on & retain the right people
Keys to make "difficult conversations" easy



MAKE IT OFFICIAL

Legal factors: license, incorporation, trademarks, etc
Branding: logo, website, SEO



GET THE WORD OUT

Social media plan
Ad strategy
Ambassadors & partners
Public relations

