

The Entrepreneur's Startup Checklist

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☑ Write Prosperity Plan

[\(CLICK HERE FOR SAMPLE\)](#)

Purpose: You MUST know the desired end game, in order to figure out how to get there

Method: What will your business ideally look like in 10 years if all your desired outcomes came true

Avoid: Do NOT write a traditional business plan. It is not dynamic, and will end up being shelved within weeks of starting your business.

☑ Run a Focus Five Analysis

[\(CLICK HERE FOR MORE INFO\)](#)

Purpose: Identify a niche with weak or unfocused competition

Method: Does the niche currently have less than 5 direct competitors, yet can yield your business \$5M in annual revenue within the next 5 years

Avoid: Don't try to be a one stop shop. Instead dominate the niche by mastering one offering

☑ Conduct Pre-Launch Testing

Purpose: To confirm your niche is willing to buy from you

Method: Launch prototypes or scaled back versions of your product / service

Avoid: Spending a lot of money on inventory and/or advertising and / or overhead

☑ Write Quarterly Plan

[\(CLICK HERE FOR SAMPLE\)](#)

Purpose: To focus and make massive progress on the short term and near term goals of the business.

Method: Plan out in 90 day increments to move toward your Prosperity Plan. Every 90 days realign with the desired goals of the Prosperity Plan.

Avoid: Long term planning. Too many unforeseen variables can destroy long term "this is how we are going to do it" plans. Instead know where you want to end up (Prosperity Plan), and focus on the short and near term goals of your Quarterly Plan.

☑ Establish Your Company

Purpose: Form legal entity, build initial infrastructure and implement repeatable processes

Method: Primary focus should be keeping costs at a minimal.

Avoid: Most professional services, due to costs and overkill. Most early stage needs can be easily done by the entrepreneur themselves.

☑ Roll Out Products or Services

Purpose: To deliver full product / service offering to the niche consumer.

Method: Position to throttle costs to sales (for example produce service / product AFTER purchase)

Avoid: Large inventory or overhead. Dormant inventory ties up money, big overhead burns up money.

☑ Perform Dynamic Tacking

[\(CLICK HERE FOR MORE INFO\)](#)

Purpose: To dynamically adjust to unanticipated challenges and changing dynamics.

Method: Write a Quarterly Plan, using a tacking strategy, every 90 days.

Avoid: Sticking with what's not working. Today's businesses need to adjust fast. If it isn't working, drop it and do more of what IS working.