



Creating Your Business Roadmap

This handout is for members who are ready to make a commitment to creating a successful and fulfilling business now.

Suggested steps to follow:

- A. Fill out this form. You can type into it in Microsoft Word and save it to your computer. It is likely that you will want to update and edit it many times moving forward.
- B. Find a study buddy in the school and make an agreement to speak at least once a week. You will act as accountability partners to each other. You could do this with more than one partner.
- C. Continue to watch the Module Four lessons as they are released. Do your best to take in the information and learn how you can apply it to your unique path.
- D. Whenever you feel stuck, overwhelmed or any other blockage use the Block Clearing Process in Module Three and "Break on Through to the Other Side" as quickly as you can! Share with your study buddy or through the Forum so you don't feel alone in that. You could also set up individual coaching sessions.

Questions to Answer

1. Briefly summarize your vision for your business

2. What are your business goals over the coming year?

3. What are your business goals over the coming six months?

4. What are your business goals over the coming 3 months?

5. How many hours do you want to work per week in your business?

Describe the Tribe you serve as specifically as possible in the following questions. Refer to the assessments you filled out after watching Lessons One and Two in Module Four as needed.

6. What deep life experience do you share with them?

7. What do they most strongly need and crave?

8. What do they most want to avoid, get away from or heal?

9. What Superpower (your Unique Brilliant Essence) do you bring that can help them get the results they really want?

10. What words or phrases do you believe are likely to connect favorably with your Tribe members?

11. How many hours per week, on the average, are you willing to commit for developing your business?

12. What amount of money (marketing budget) are you ready to commit toward realizing your goals?

13. What forms of Education Based Marketing are you drawn to develop (if any)? Options are blogging, giving public talks, writing a book, educational email marketing campaigns, writing a column or articles for periodicals, guerilla marketing on the streets and more.

14. Write about your timeline for rolling out this new business plan.

15. What team will you put in place to help you fulfill your business roadmap? This could include employees, a partner, contractors (be specific about exactly what each will be doing), affiliates, mentors/coaches or anyone else you can think of. Spend some good time with this one. Remember, doing everything yourself is a top way to stay small and feel drained.

Chunking it Down

Brainstorm (and “soulstorm”) with yourself or your buddy and start typing all the specific steps you or your team will need to take on your roadmap to fulfill your business plan. Keep referring to the previous 15 questions in helping you make this list.

Organize your chunks into these categories:

- A. Business planning
- B. Developing your skills or products
- C. Putting your team together and training them
- D. Marketing planning, testing, execution
- E. Educating yourself (including Bridge to Mastery)
- F. Legal/regulatory
- G. Self care, personal development

It is helpful to record these items on spreadsheet because you can enter costs per item or any other data and auto-calculate subtotals and totals.