

## Business Launch Self-Assessment

Business Launch Checklist	Yes	No	Next Steps
<b>Getting Started</b>			
I have a great business idea!			
I feel confident in my ability to be an entrepreneur.			
My business will benefit my community.			
I have a great 30-second elevator pitch about my business.			
I understand the life cycle of a business.			
I know what stage of the business life cycle that I am in right now.			
I know what all of the components of a business plan are.			
I have done research on my industry and I understand industry trends.			
<b>Marketing</b>			
I know who my target market is.			
I know how to segment my marketing to attract my			

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target market(s).			
I have a benefit proposition/unique value proposition.			
I have surveyed my target market to understand them better.			
I have implemented one of my guerilla marketing ideas.			
I understand how to use social media for my business.			
I have at least one social media account for my business.			
I have started up my business website.			
I know what e-business is.			
<b>Financing</b>			
I have a personal budget.			
I am sticking with my personal budget.			
I know my net worth.			
I understand what business banking is.			

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I know what kinds of financing are available for my business.			
I know what crowdfunding is and how it can help my business.			
I know what kinds of government financing opportunities there are for my business.			
I have plans to apply for financing from at least one of the opportunities I know about.			
I have a financial plan for my business.			
I have a business cash-flow budget.			
<b>Business Management &amp; Operations</b>			
I understand who is and who is not exempt from sales taxes.			
I understand what taxes I will need to pay for my business.			
I have an operations plan.			
I have a human resources plan.			
I have registered my business.			

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I have a location selected for my business that meets my target market's needs.			
I know how to hire and train staff.			
I understand the importance of business insurance.			
<b>Sales</b>			
I have my products and/or services ready to sell to customers.			
I know what the basic selling process is.			
I can talk about the features and benefits of my products/services.			
I know how to respond to objections of people not sure about buying from my business.			
I feel confident that I can close the deal.			
I have created my own sales funnel.			
I have a customer service policy.			
I have a receipt or invoice template prepared.			
I have told my personal prospects about my			

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business.			
I am following my plan to make my first sales.			
I have made a sale!			
I have a way of tracking my inventory.			
I have a return/guarantee policy.			
I know what computer skills I need to improve upon.			
I am taking active steps to improve these computer skills.			
I know how I will accept money when I receive a sale.			
My business plan is complete.			