



## **Self-Startup Strategic Plan**

The purpose of this plan is to evaluate, allocate, focus and optimize your personal resources to direct the growth of your business. It will provide the blueprint for a unique business model in alignment with your values, needs, abilities, circumstances and the problem you want to solve.

You are the first resource of your business and its biggest obstacle. You are the common denominator in every decision you make for your business.

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### **Section 1: Self-assessment of my values, motivations and talents.**

**Values: What I really care about.**

- 1.
- 2.
- 3.
- 4.
- 5.

**Motivations: What excites me to take action.**

- 1.
- 2.
- 3.

**Talents: What gives me confidence.**

- 1.
- 2.
- 3.

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**Section 2: Evaluation of my personal resources.**

**Energy**

1. When is my peak performance period (when do I do my best mental work)?
2. How many hours of sleep do I get each night? How do I relax and restore?
3. What activities or circumstances make me feel sluggish? What energizes me?
4. What are the circumstances that make me feel anxious?
5. How many hours a day do I sit?

## **Money**

1. How much money do I need to make each month to live my current lifestyle?
2. How many months can I survive on my savings?
3. How much money do I have to invest in my business and personal development?
4. What is my overall biggest source of unproductive spending?
5. How much is my total debt?
6. How many customers do I need to feel financially sustainable?

## **Time**

1. How much time do I have to spend working on my business?
2. How much time do I schedule for self-reflection each week?
3. Which 3 work activities do I currently spend the most time on?

## **Connections**

1. Who do I already know who can help grow my business I haven't already asked?
2. Who are my most important mentors?
3. Who is in my mastermind?
4. Who are my biggest fans (my most important members)?

## **Skills**

1. What is my most marketable skill?
2. What is my area of expertise?
3. What skills do I naturally possess that can create value for me?

## **Unique Advantage**

What about my past experience, my talents, my connections, my circumstances or my stage in life can be leveraged to accelerate the growth of my business?

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## **Section 3: Evaluation Of My Focus.**

### **My Purpose**

What am I willing to keep struggling over no matter how many obstacles get in my way?

### **Problem I'm Solving**

What is the problem my business is solving and how am I solving it in a unique way rooted in my strengths?

### **People I Am Serving**

What group of people have the problem I'm trying to solve? What is the specific niche I'm focusing on first within that group?

### **My Product Or Service**

What is my core product or service?

What problem does it solve? \_\_\_\_\_

What makes it unique? \_\_\_\_\_

How much profit will I make per unit of product or service sold? \_\_\_\_\_

## **My Core Work Habits**

What are my 3 most important work habits that will have the greatest impact on the growth of my business?

1.

2.

3.

## **Tracking Progress**

What is my primary measure for success and how am I tracking my progress?

**Measure for Success:** \_\_\_\_\_

**Metric Used to Track Progress:** \_\_\_\_\_

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## Section 4: Intentional Growth Activities.

### Create

Which 3 projects are most important to the development of my business over the next 90 days?  
(They can be experiments, products, services, marketing content, events, etc.)

**Project #1** \_\_\_\_\_

Why needed:

Deliverable:

Deadline:

First action:

Core habit:

Biggest obstacle:

**Project #2** \_\_\_\_\_

Why needed:

Deliverable:

Deadline:

First action:

Core habit:

Biggest obstacle:

**Project #3** \_\_\_\_\_

Why needed:

Deliverable:

Deadline:

First action:

Core habit:

Biggest obstacle:

**Learn**

What skills or knowledge do you need to acquire to advance the development of your business and yourself as a resource in your business over the next 90 days?

**Learning Goal #1** \_\_\_\_\_

Why needed:

Learning method:

First action:

Biggest obstacle:

**Learning Goal #2** \_\_\_\_\_

Why needed:

Learning method:

First action:

Biggest obstacle:

### **Learning Goal #3**

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Why needed:

Learning method:

First action:

Biggest obstacle:

### **Connect**

Who do you need to meet to help you grow your business over the next 90 days?

What is your preferred method of communication?

### **Mentors (advisors)**

- 1.
- 2.
- 3.

### **Mastermind (peer support)**

- 1.
- 2.
- 3.
- 4.
- 5.

### **Members (potential customers)**

- 1.
- 2.
- 3.
- 4.
- 5.

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## **Section 5: Evaluation Of My Work Activities.**

Organize all of your existing *and* projected work activities into the following categories.

### **Eliminate**

Which activities are no longer valuable to the development of your business?

- 1.
- 2.
- 3.

### **Delegate**

Who else can do this work instead of you?

- 1.
- 2.
- 3.

## **Automate**

What software can automate all or part of this work?

1.

2.

3.

## **Focus**

What work requires your full focus because it's the work only you are uniquely suited to accomplish?

1.

2.

3.

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## **Section 6: Guiding Intentions.**

### **Vision**

How would you describe the state of your business and yourself a year from now?

### **Feeling**

How do you want to feel a year from now?

### **Mantra**

When doubts and challenges arise, what will you do to get back on track?

# Goal Horizon Worksheet

Your Mission \_\_\_\_\_

1 Year Goal \_\_\_\_\_

90 Day Goal \_\_\_\_\_

30 Day Goal \_\_\_\_\_

Weekly Goal \_\_\_\_\_

## Daily Habits

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## Daily Schedule

Morning: \_\_\_\_\_

Afternoon: \_\_\_\_\_

Evening: \_\_\_\_\_