

# Business Startup Workbook

This workbook will guide you through key steps in launching your business. Take your time to reflect and fill in the exercises.

## 1. Defining Your Business Idea

**What problem does your business solve?**

Describe the problem your business is solving...

**Who is your target audience? What are their needs?**

Describe your ideal customer...

**Who are your competitors, and what makes you different?**

List your key competitors and how you stand out...

## 2. Creating a Business Plan

**What is your business mission and vision?**

Write your business mission and vision...

**How will you generate revenue?**

Describe your revenue streams...

**What challenges might you face, and how will you overcome them?**

List potential challenges and solutions...

## 3. Handling Legal Requirements

**What legal structure is best for your business?**

Sole Proprietorship, LLC, Corporation, etc.

**What licenses or permits do you need?**

List any necessary licenses or permits...

## 4. Setting Up Finances

**What are your estimated startup costs?**

Break down your initial business expenses...

**How will you fund your business?**

Self-funded, loans, investors, grants, etc.

## 5. Building a Strong Brand

**What three words describe your brand identity?**

E.g., Professional, Fun, Innovative...

**What is your brand's visual style (colors, fonts, logo ideas)?**

Describe your branding style...

## 6. Marketing & Sales Strategy

**Which marketing channels will you focus on?**

Social media, SEO, email marketing, ads, etc.

**What will be your first sales strategy?**

E.g., cold outreach, promotions, partnerships...

## 7. Launching and Tracking Progress

**What is your launch date?**

Set a realistic launch date...

**How will you measure success in the first 3 months?**

E.g., revenue goals, customer feedback, social media growth...

## Final Thoughts

**What is your biggest concern about starting your business?**

Write your thoughts here...

**What are your next three action steps?**

List your next steps...