

## WORKSHEET 66: 99-STEP ROADMAP CHECKLIST

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li><input type="checkbox"/> 1: Welcome to the Macrolink Business Planner's RoadMap</li><li><input type="checkbox"/> 2: Prepare to Embark on Your Journey</li><li><input type="checkbox"/> 3: Chart Your Path</li><li><input type="checkbox"/> 4: Organize Your Work Space</li><li><input type="checkbox"/> 5: Establish Your Timelines</li><li><input type="checkbox"/> 6: Create Your Action Plan</li><li><input type="checkbox"/> 7: Wade Into Your Industry</li><li><input type="checkbox"/> 8: Start Your Research Scrapbook</li><li><input type="checkbox"/> 9: Write Your Business Vision in an Hour</li><li><input type="checkbox"/> 10: Set Out to Prove Your Business Case</li><li><input type="checkbox"/> 11: Set Up Your List of Appendices</li><li><input type="checkbox"/> 12: Brainstorm Your Products and Services</li><li><input type="checkbox"/> 13: Prioritize and Select Your Products and Services</li><li><input type="checkbox"/> 14: Discover and List Your Assumptions</li><li><input type="checkbox"/> 15: Identify Your Market Research Issues and Strategic Goals</li><li><input type="checkbox"/> 16: Clarify-Write Your Market Research Questions</li><li><input type="checkbox"/> 17: Prove or Disprove Your Assumptions</li><li><input type="checkbox"/> 18: List the Important Information about Your Industry</li><li><input type="checkbox"/> 19: Segment Your Market</li><li><input type="checkbox"/> 20: Write a Draft Description of Your Customers</li><li><input type="checkbox"/> 21: Assess What You Are Learning About Your Business</li><li><input type="checkbox"/> 22: Identify and Research Your Competitors</li><li><input type="checkbox"/> 23: Prioritize and Target Your Customers</li><li><input type="checkbox"/> 24: Clarify and Write Your Primary Market Research Questions</li><li><input type="checkbox"/> 25: Determine the Best Method to Gather Primary Research</li><li><input type="checkbox"/> 26: Create Your Market Survey Questionnaire</li><li><input type="checkbox"/> 27: Survey Your Customers</li><li><input type="checkbox"/> 28: Compile and Analyze Your Market Survey Information</li><li><input type="checkbox"/> 29: Rewrite Your Description of Your Customers</li><li><input type="checkbox"/> 30: Make a Go / No-Go Decision</li><li><input type="checkbox"/> 31: Describe Your Business</li><li><input type="checkbox"/> 32: List Your Products and Services</li><li><input type="checkbox"/> 33: Describe Your Industry</li><li><input type="checkbox"/> 34: Write Your Biography</li><li><input type="checkbox"/> 35: Develop Your Strategic Plan and Goals</li><li><input type="checkbox"/> 36: Describe Your Market Area</li><li><input type="checkbox"/> 37: Describe Your Location</li><li><input type="checkbox"/> 38: Describe Your Customers</li><li><input type="checkbox"/> 39: Analyze Your Competitors and Differentiate</li><li><input type="checkbox"/> 40: Describe How You Will Sell Your Products and Services</li><li><input type="checkbox"/> 41: Clarify Your Servicing and Guarantees</li><li><input type="checkbox"/> 42: Craft Your Business Image</li><li><input type="checkbox"/> 43: Develop Your Advertising and Promotion Plan</li><li><input type="checkbox"/> 44: Present Your Prices and Pricing Strategy</li><li><input type="checkbox"/> 45: Develop Your Marketing Action Plan</li><li><input type="checkbox"/> 46: Describe Your Operation</li><li><input type="checkbox"/> 47: Determine Your Equipment Requirements and Methods</li><li><input type="checkbox"/> 48: Source Your Materials and Supplies</li><li><input type="checkbox"/> 49: Identify Your Risks and How You Will Control Them</li><li><input type="checkbox"/> 50: Describe Your Management Team</li></ul> | <ul style="list-style-type: none"><li><input type="checkbox"/> 51: Research and Select Your Professional Services</li><li><input type="checkbox"/> 52: Determine Your Employee and Contractor Requirements</li><li><input type="checkbox"/> 53: Develop Your Operational Action Plan</li><li><input type="checkbox"/> 54: Forecast Your Sales</li><li><input type="checkbox"/> 55: Explain Your Projections</li><li><input type="checkbox"/> 56: Estimate Your Market Share</li><li><input type="checkbox"/> 57: Present Your Cost of Goods Sold</li><li><input type="checkbox"/> 58: Summarize Your Labour Projections</li><li><input type="checkbox"/> 59: Develop Your Cash Flow Forecast</li><li><input type="checkbox"/> 60: Identify Your Operating Expenses</li><li><input type="checkbox"/> 61: Develop Your Projected Income Statement</li><li><input type="checkbox"/> 62: Determine What Level of Sales You Will Need to Break-even</li><li><input type="checkbox"/> 63: Develop Your Pro Forma Balance Sheet</li><li><input type="checkbox"/> 64: Identify and Calculate Your Start-up Expenses</li><li><input type="checkbox"/> 65: Clarify Your Sources and Uses of Funds at Start-up</li><li><input type="checkbox"/> 66: Build a Resumé</li><li><input type="checkbox"/> 67: Develop Your Personal Net Worth Statement</li><li><input type="checkbox"/> 68: Organize Your Certificates and Accreditation</li><li><input type="checkbox"/> 69: Produce Your Historical Financial Statements</li><li><input type="checkbox"/> 70: Create Your Organizational Charts</li><li><input type="checkbox"/> 71: Get the Approval of Your Board</li><li><input type="checkbox"/> 72: Build Your List of References</li><li><input type="checkbox"/> 73: Request and Include Letters of Reference</li><li><input type="checkbox"/> 74: Gather and Include Letters of Intent</li><li><input type="checkbox"/> 75: Copy and Include Signed Contracts or Offers</li><li><input type="checkbox"/> 76: Create a Partnership Agreement</li><li><input type="checkbox"/> 77: Copy and Include Lease Agreement(s)</li><li><input type="checkbox"/> 78: Copy and Include Insurance Documents</li><li><input type="checkbox"/> 79: Develop Your Price List(s)</li><li><input type="checkbox"/> 80: Gather and Include Written Price Quotes</li><li><input type="checkbox"/> 81: Build Credibility with Written Appraisals and Estimates</li><li><input type="checkbox"/> 82: Provide the Right Amount of Market Survey Information</li><li><input type="checkbox"/> 83: Create a Map of Your Market Area</li><li><input type="checkbox"/> 84: Gather and Include Environmental Information</li><li><input type="checkbox"/> 85: Build Credibility with Free Publicity</li><li><input type="checkbox"/> 86: Create Dynamic Promotional Materials</li><li><input type="checkbox"/> 87: Add a Pinch of Product or Service Literature</li><li><input type="checkbox"/> 88: Add a Titch of Technical Information</li><li><input type="checkbox"/> 89: Explain any Confusing Terms</li><li><input type="checkbox"/> 90: Create Your Title Page</li><li><input type="checkbox"/> 91: Write Your Executive Summary</li><li><input type="checkbox"/> 92: Develop Your Table of Contents</li><li><input type="checkbox"/> 93: Write Your Confidentiality and Copyright Statements</li><li><input type="checkbox"/> 94: Evaluate Your Business Plan</li><li><input type="checkbox"/> 95: Have Business Plan Critiqued by Others</li><li><input type="checkbox"/> 96: Revise and Rewrite Your Business Plan</li><li><input type="checkbox"/> 97: Complete Your Application for Financing</li><li><input type="checkbox"/> 98: Write Your Cover Letter</li><li><input type="checkbox"/> 99: Put It All Together</li><li><input type="checkbox"/> 100: Celebrate!</li></ul> |
|---|--|