

# GET IT DONE

JOURNEY TO ENTREPRENEURSHIP

FROM IDEA TO OPEN

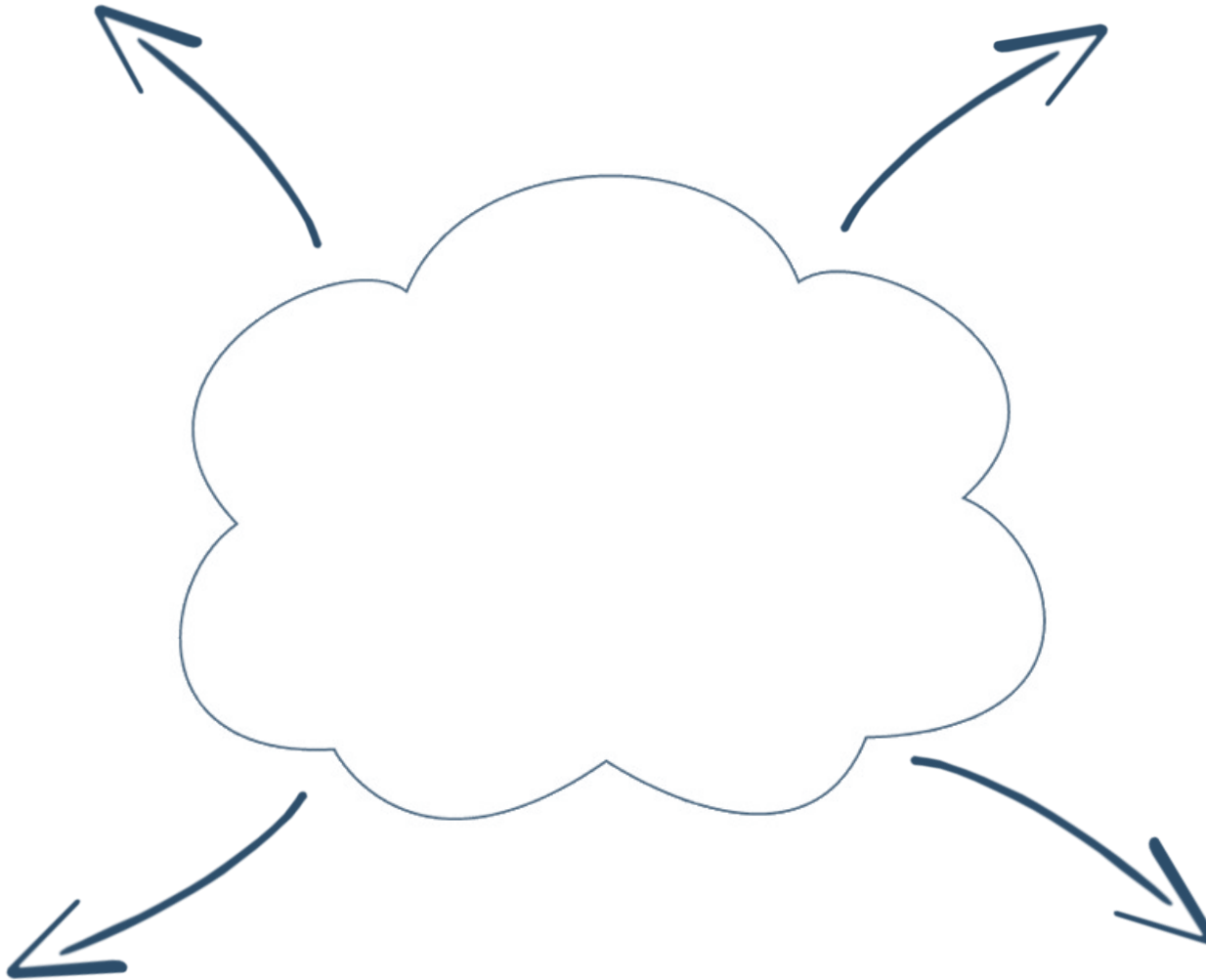
WORKBOOK

Dr. Rose Lorenzo



# GET IT DONE

## MIND MAP TEMPLATE



# GET IT DONE

## CREATE A ROAD MAP



Executive  
Summary



Company  
description



Market Analysis



Organization &  
Management



Product Line or  
Service



Marketing &  
Sales



Funding Request



Financial  
Projections

# GET IT DONE

## CREATE A ROAD MAP



Executive Summary



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## CREATE A ROAD MAP



Product Line or Service



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# GET IT DONE

## SWOT Analysis TEMPLATE



S  
STRENGTH



W  
WEAKNESS



O  
OPPORTUNITY



T  
THREATS

# GET IT DONE

## DEFINE YOUR CUSTOMER & NICHE

Who needs  
you most?

Write down 5  
categories of people  
who are your  
customers

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**DEFINE YOUR CUSTOMER** *(SKIP ANY QUESTION THAT DOES NOT APPLY)*

1. Is your customer male, female, or both?

2. What age is your target market? (5-year range maximum, remember you can have three customers)

3. What generation tag is your target market? (It makes research easy.)

4. Where does your target market live? (Is your business local, regional, national, global?)

5. is the value of their home/condo/apartment? (This may not apply to you)

6. Are they in a corporate job, entrepreneurial, or retired?

7. What is your target market's annual income?

8. Is your target market young families?

9. Is your target market stay-at-home-moms?

10. Is your target market empty nesters?

11. Does your target market have children?

12. Where do your target market's kids go to school? (public or private)

13. What does your target market do for fun?

14. Does your target market have season tickets to any events? Theatre? Sports? Concerts?

15. Where does your target market shop? (Malls or boutiques? Health food or grocery stores?)



**DEFINE YOUR CUSTOMER** (SKIP ANY QUESTION THAT DOES NOT APPLY)

16. Where does your target market eat out? (Fast Food, Local Chains, Independent Five Star?)

17. How often does your target market eat out?

18. Does your target market have help at home?

19. What does your target market do on weekends?

20. Does your target market cook at home? What do they most enjoy preparing?

21. Does your target market take vacations? How Often?

22. Where does your target market go on vacation?

23. What type of hotel/motel is your target market most likely to use?

24. Does your target market have “toys?” (Boats, Sports Car, Luxury Sporting Goods, Etc.)

25. Does your target market drink? (If so, how often and what type?)

26. Does your target market attend religious services? If so, where?

27. Does your target market lead a healthy lifestyle? (If so, what kind of services do they look for?)

28. Does your target market care about the environment? Do they recycle?

29. Does your target market follow a political party and agenda?

30. Does your target market belong to an association? What type?

DEFINE YOUR CUSTOMER <i>(SKIP ANY QUESTION THAT DOES NOT APPLY)</i>	
31. What social activities is your target market involved in?	
32. Does your target market entertain? How often?	
33. Does your target market volunteer?	
34. What charities do they support?	
35. What are the TOP 3 financial priorities for your target market?	
36. What are your customer members' personal goals?	
37. What are your customer members' qualities and personality?	
38. What are your customer members' dreams?	
39. What are your customer members' values?	
40. What are your customer members' problems or concerns?	
41. What are your customer members' stresses?	
42. What is your customer members' education level?	
43. What are your customer members' interests or hobbies?	
44. What does your target market: read, wear, spend money on?	
45. How does your target market: socialize, network, interact?	

# GET IT DONE ORGANIZATIONAL PLAN TEMPLATE



Company Name



Stakeholder



Mission Statement



Vision Statement



Company Goals



# GET IT DONE ORGANIZATIONAL PLAN TEMPLATE



Company Name

Stakeholders –  
Internal –  
External

Mission Statement

Vision Statement

One Company Goals  
Accomplished through  
Strategic Plan &  
Operational Plan

# GET IT DONE

## COMPANY DESCRIPTION WORKSHEET



Company Name



Company Mission Statement



Company Vision Statement



Goals & Milestones



Target Market



Competitors



Legal Structure

# GET IT DONE

## COMPANY DESCRIPTION WORKSHEET

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Company Name

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Company Mission  
Statement

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Company Vision  
Statement

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Goals & Milestones

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Target Market

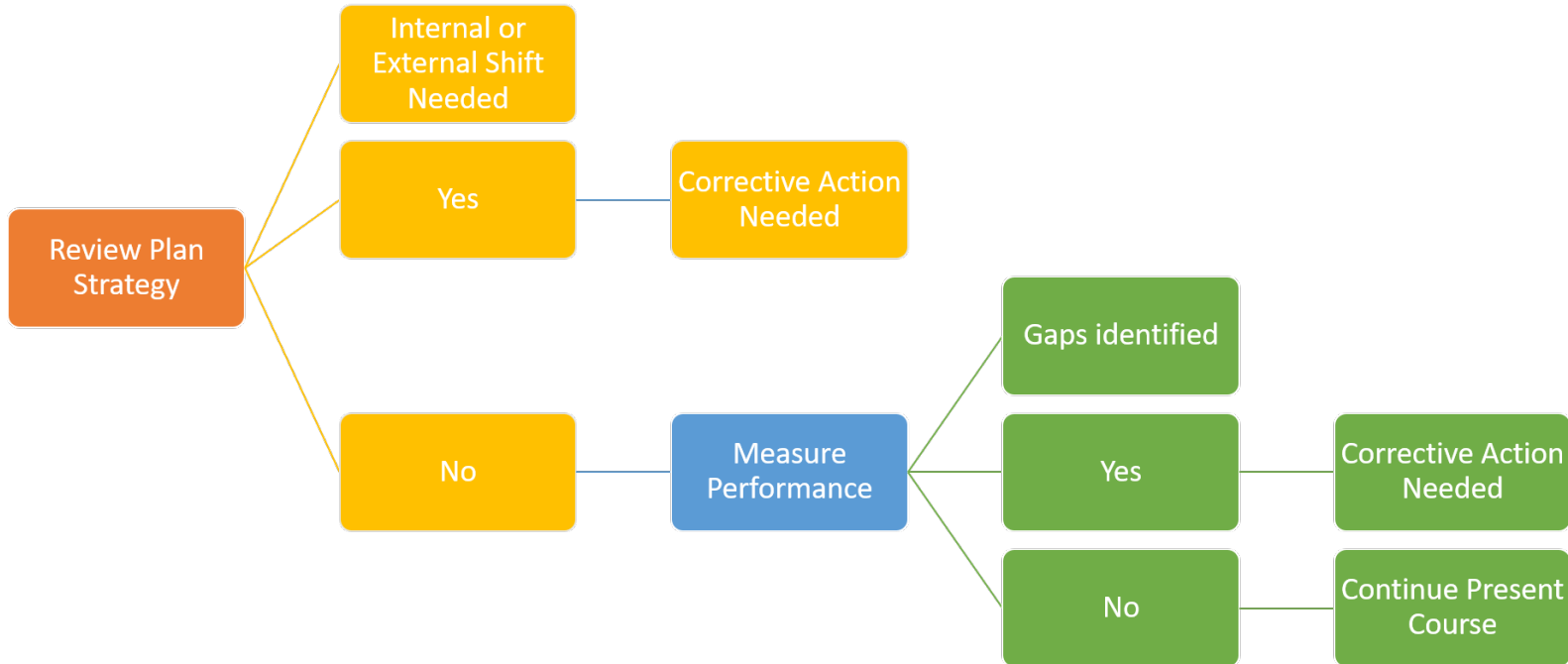
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Competitors

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Legal Structure

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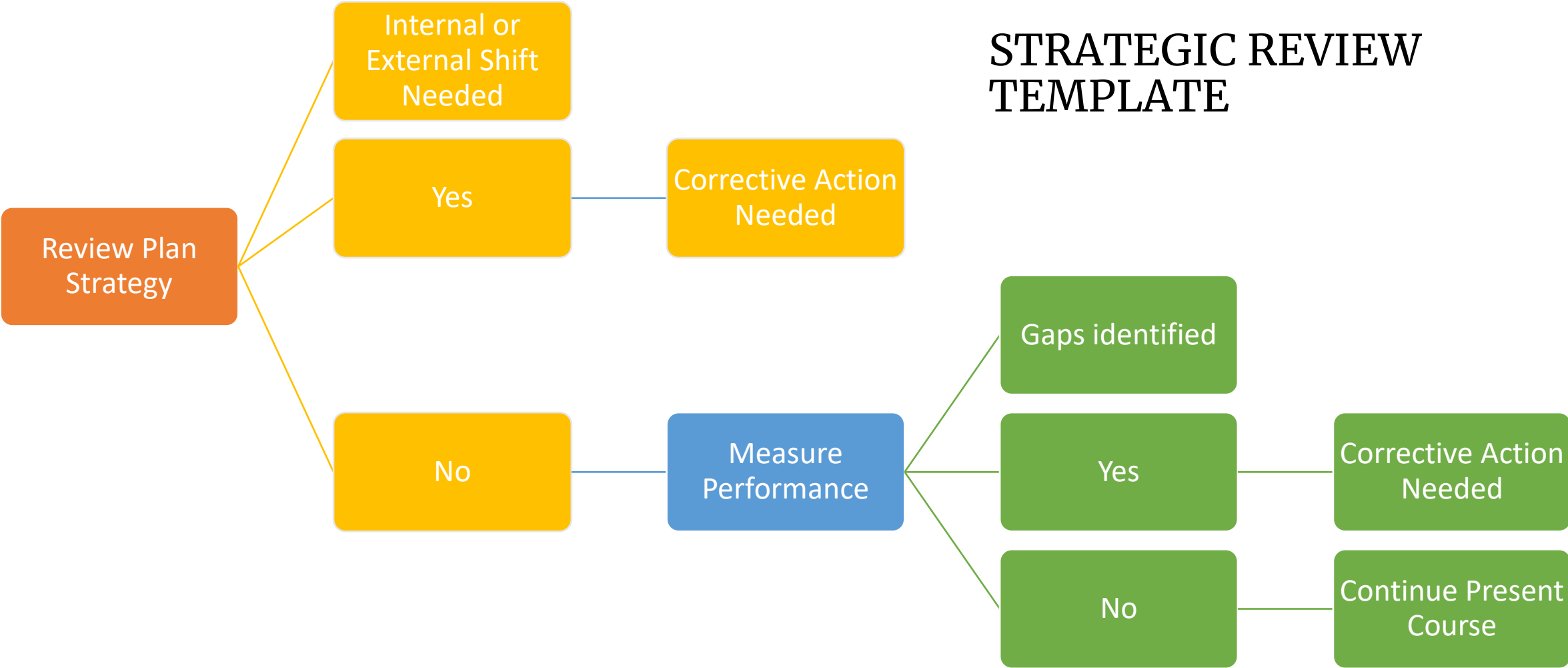


**GET IT  
DONE**

**STRATEGIC  
REVIEW  
GUIDE**

# GET IT DONE

## STRATEGIC REVIEW TEMPLATE





# GET IT DONE

## STRATEGIC REVIEW TEMPLATE

Goal



Change Needed



# GET IT DONE SMART GOALS TEMPLATE

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SPECIFIC



MEASURABLE



ACHIEVABLE



REALISTIC



TIMELY

# GET IT DONE

## SMART GOAL SETTING TEMPLATE



SPECIFIC



MEASURABLE



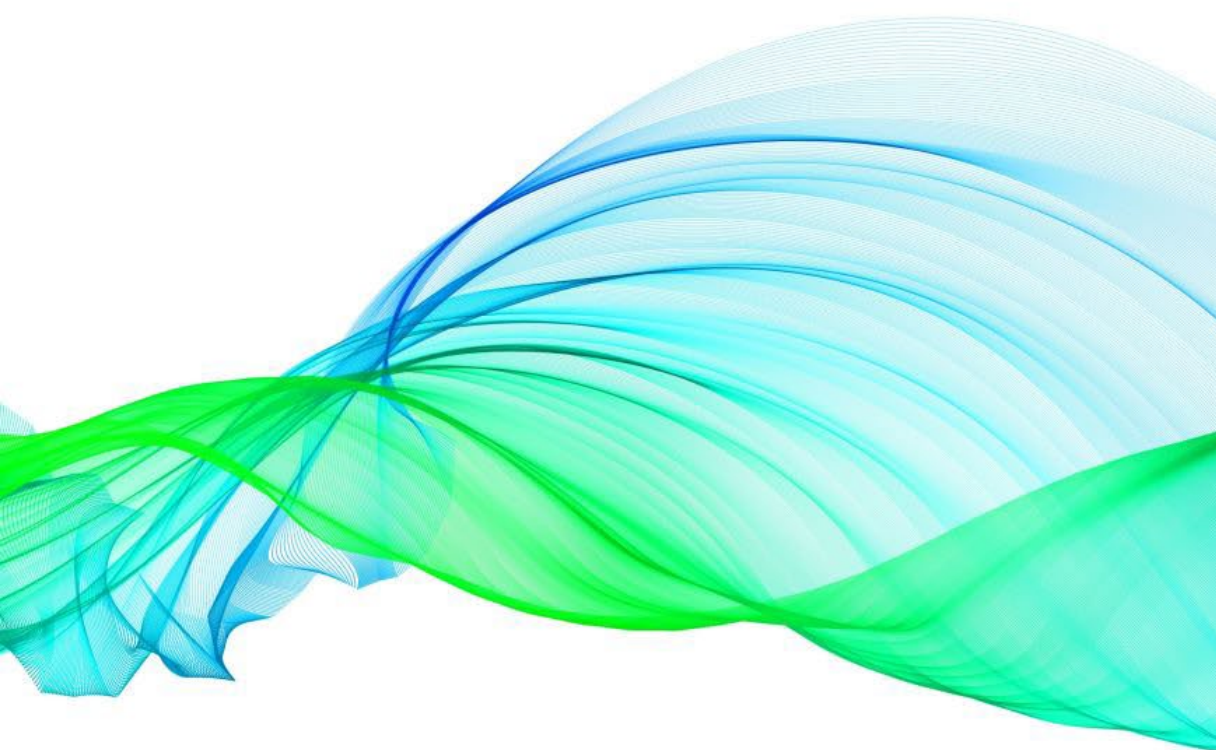
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THANK YOU

Dr. Rose Lorenzo

