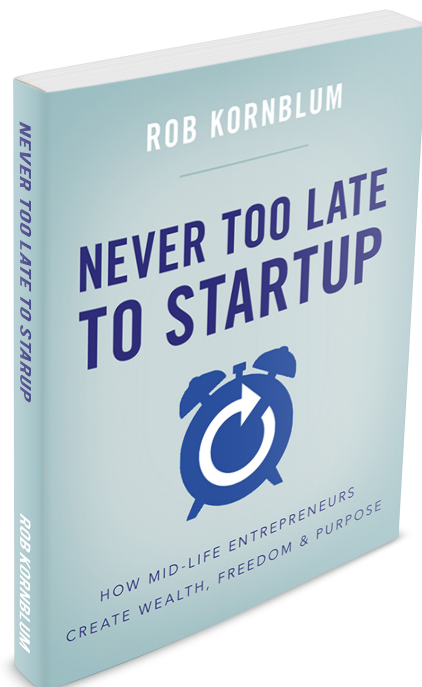


NEVER TOO LATE TO STARTUP

BONUS MATERIAL

90 Day Action Plan



In the next 90 days, you can be well on your way to creating a new business that will generate income and wealth, and produce the kind of freedom and purpose you desire.

You can do it whether or not you have a day job, whether or not you have access to funding, and even with all the commitments most people have in mid-life. You simply have to commit to act.

Just for starters, you need plans for 30, 60, and 90 days out.

Days 1 to 30

Goal	Date
Talk with your spouse and get his or her support.	
Commit to a schedule for working on your business.	
Begin writing down business ideas. Think about the skills you have, problems you encounter, your current business and network. Generate a few good ideas per day.	
Review the legal documents for your current employer, especially the non-compete and non-solicit sections. Make sure you understand the limitations they impose.	
Take stock of your skills and strengths, as well as the ones you don't have and will need to add to.	
Review your network for possible co-founders who will complement your skills.	
Think about and articulate your " <i>why</i> ."	
Review your idea generation and hone in on those ideas you're passionate about, can execute, and for which there's a market.	

Days 31 to 60

Goal	Date
Decide on one business idea.	
Create a one-page business plan.	
Approach at least one co-founder, or decide to go it alone for the right reasons.	
Research contractors who can help you develop the product, or overseas factories for sourcing from manufacturers.	
Get your personal finances in order. Understand how much you have to invest in your new business.	
If you're marketing a product, determine your "minimum viable product" (MVP). If it's a service, outline the elements of the service and the pricing.	
Do your Google Keyword research into your customers "pain," what they search for, and what alternatives there are in the market.	
Get a Leadpages account and a Google or Facebook advertising account.	
Begin building a network of other entrepreneurs.	
Know and articulate your goals and schedule.	

Days 61 to 90

Goal	Date
Complete a preliminary positioning statement.	
Begin testing your value proposition with small-scale paid advertising using Google or Facebook, driving traffic to a landing page. Start collecting email addresses for prospective customers.	
Go through the culture exercise in Chapter 7 to articulate culture and values for your first hires.	
Determine a company name.	
Acquire a URL.	
Set up a basic WordPress website using a pre-bought theme.	
Utilize your network for customers, research, MVP, marketing, etc.	
Plan the next 90 days, including delivery of MVP.	