

THE 5

SIMPLE THINGS
YOU **MUST**
DO BEFORE STARTING
YOUR BUSINESS



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INTRODUCTION

Hi there. My name is Garth Vickers.

First off, I want to congratulate you for making the wise decision to read this short report. Although it will be a quick read for you, it may be one of the most important things you read related to getting your business off the ground.

I've been a business owner myself for over 10 years, worked with countless business owners, and consulted with some very large companies that have struggled to see success in business, and the principles covered inside this report are crucial to building a strong foundation for business success.

If you're looking to start a business, have a business idea, or you've already started a business and you're struggling to see the results that you originally hoped for, this report will help you immensely.

The goal of this "cheat sheet to business success" is to help you get started on the right path to building your very own business and influencing the world with your great idea.

When most people make the decision to start their own businesses, they start thinking about things like websites, business cards, and all sorts of details related to starting a business. Although these are all things that you may need at some point, in most cases, people end up "playing business," instead of doing the crucial things you must do to make sure your mindset is right for starting a business, and also validating your business idea.

I encourage you to take out a pen and paper, or print out this cheat sheet and make some notes inside. We've left some space for you below each section for notes. Each of these five seemingly simple steps will put you on the path to business success.

Let's get started.

STEP #1

CLEARLY DEFINE WHY YOU WANT TO START A BUSINESS

This may seem pretty self-explanatory, but one of the big reasons people fail to see success in business is because they don't really have a clear "why." There is a "why" for EVERYTHING we do in business and in life. Every action you take has a motivation behind it... whether you realize it or not.

If your "why" is not clearly defined, it makes it hard to stay focused daily on what is driving you to become successful. To be clear, there is no right answer here.

Everyone's "why" is a little different.

Of course, many people will say that their "why" is to make money. Ok, there's certainly nothing wrong with making money and having abundance in our lives. But "why" do you want to make that money?

Let's dig deeper.

Do you want to make more money to take care of your family or pay down debt?

Maybe you want to escape a job that you dislike?

Perhaps you want to help those less fortunate than yourself?

Or it could be something as simple as enjoying world-wide travel and wanting to do it more often.

HERE'S YOUR EXERCISE:

Think about *your* "why" and then drill down to the "why" behind the "why." The more you understand your reasoning for wanting to start a business, the easier it becomes to do the things it takes to see success.

STEP #2

MAKE IT CLEAR EXACTLY WHAT PROBLEM YOUR BUSINESS WILL SOLVE, OR WHAT NEED/WANT YOUR BUSINESS WILL FILL

When do you spend money? When you need or want something, right?

Let me give you a few examples of this. When it's cold outside, you **NEED** to have warm clothing. Making sure we're properly clothed against the elements is a **NEED**. When you see a watch that you think would look great on you, that's a **WANT**. You want that watch, but you don't absolutely need it to live.

There are also problems you may run up against that cause you to spend money. When you come home to an inch of standing water in your house, what do you

do? Unless you're a plumber, you call a plumber. The plumber is in the business of solving problems. And often, these problems are pretty urgent.

When you start your business, you need to think closely about which category your product or service fits into. Solving problems is powerful. Especially big problems. When you have an inch of standing water in your house, you think a lot less about the cost and a lot more about getting rid of that water. Whereas, when you're looking at something like a watch, you will spend more time comparing options, looking at the cost, and making an informed decision.

HERE'S YOUR EXERCISE:

Clearly define what your product or service will do for your clients.

Is it a want, a need, or does it solve a problem?

NOTE: Your product or service can fall in more than one category. Products and services that solve problems and/or needs become some of the best businesses, although providing a want is fine too. You just need to know where your product or service "fits in."

STEP #3

WHO WILL BE YOUR TOP CUSTOMERS/CLIENTS

When asking the question, “Who is your target market?
I’ve heard this answer time and time again...

“Everyone.”

Unfortunately, that’s not a very good answer.

Very few products or services are targeted toward everyone. When you hone in on a particular market, you can really get to know your best customers. You’ll discover what motivates them, and what drives them to make decisions. So, instead of saying that your product or service would be a great fit for everyone, you should try to be more specific.

The best way to do this is to come up with a “client avatar.” If this sounds complicated, it’s actually very simple. Your goal is to think about your best customer or client. Is your best customer or client male or female? How old is she? Where does she live? Does she work? If so, what does she do for work? Is she married? Does she have children? How many? How old are they? What does her income look like? What does she do in her free time? What keeps her up at night?

When you can answer as many questions like this as possible, you get to know your best customers and can tailor your product or service to the people that are most likely to buy from you.

HERE’S YOUR EXERCISE:

**ANSWER THE FOLLOWING QUESTIONS AND COME UP WITH AN “AVATAR” FOR YOUR
BEST CUSTOMERS OR CLIENTS:**

- What’s your customer’s name?
- Is your best customer or client male or female?
- How old is she?
- Where does she live?
- Does she work?
- If so, what does she do for work?
- Is she married?
- Does she have children?
- How many?
- How old are they?
- What does her income look like?
- What does she do in her free time?
- What keeps her up at night?

STEP #4

WHEN DO YOU PLAN TO START YOUR BUSINESS? WHAT'S YOUR TIMELINE?

Setting goals is very important. Many people get a great idea for a business and it goes one of two ways. They either jump in with little to no planning, or they NEVER get started at all. Quite frankly, neither is the right way to do things.

The most successful business owners go through the exercises I've covered here today, and they make a calculated plan for getting their businesses off the ground. I encourage you to begin writing some goals today. Keep in mind, things can always change, but

when you make a commitment on paper and write something down, it become real.

When you simply think about doing something or talk about it, it's just less concrete. Something almost magical happens when you start writing things down and setting dates, which is one of the reasons I encourage you to do ALL of the exercises included inside this short report. It will make a HUGE difference in your results. I promise you.

HERE'S YOUR EXERCISE:

Write down the following time-related goals. Remember, you can always move faster and things can change, but you need to have a starting point or you may never start at all.

When do you plan to get your first customer?

Where do you see your business in 3 months? In 6 months? In 1 year? In 5 years?

Where do you see yourself in 3 months? In 6 months? In 1 year? In 5 years?
(Both professionally and personally).

Take your time with this exercise and really think about this. This exercise alone can be life-changing.

STEP #5

HOW WILL YOU GET STARTED?

At this point, you're likely excited to get started on your new business. If you've done all of the exercises above, you have a solid foundation for success. The only question that remains is...

"How" will you get started.

I've spent the past 10 years working with countless business owners and helping people just like you find success. If you enjoyed this report and received some value from it, I encourage you to take a look at everything else I've put together for you.

**TO LEARN MORE ABOUT HOW I CAN HELP
YOU TURN YOUR BUSINESS IDEA INTO A REALITY,
CLICK THE LINK BELOW NOW.**

YES GARTH, PLEASE
SHOW ME HOW TO GET MY
BUSINESS STARTED

[Click Here](#)