

Womenpreneur Checklist

Use this checklist to guide you in your yearly, quarterly, monthly, weekly and daily planning to guide you over the lifetime of your business.

Foundation

- You have both vision and mission statements that reflect your business now
- You can describe/demonstrate your business in 30 seconds or less
- You understand your unique selling proposition and what your completion offers
- You have a solid business plan that you review and refer to at least monthly
- You understand and keep up with your industry's trends and happenings

Business Development

- You have a marketing plan in place and are executing it
- You are aware of and seek assistance where your skills and knowledge are lacking
- You are visible to prospective customers/clients through consistent action
 - > networking
 - > online presence
 - > knowing where to find them
 - connecting in those spaces
- You have a website that serves you and your customers and clients well and reflects the sensibilities of those you want to connect with.

Financial

- You have a written budget which allows you to say yes and no to the right things
- You have saved 6 months living and business expenses
- Your taxes are all paid and current
- You live below your means, and so does your business.
- If taking a risk, it has been weighed out and is not impulsive.
- You know how much debt you have and have a plan in action to repay it.

Credibility & Walking the Talk in Your Business

- You utilize your product or service in your own life
- You have credentials and/or certifications or are working on them
- Your life reflects what your ideal customer/client desires for themselves
- You have at least 5 people of impressive professional standing who are willing to endorse you and my business
- You makes decisions with integrity, not because you need the money.
- You are confident in your skills

Personal Development

- You read one or more books per month that help me to improve my understanding of business, leadership, and professional knowledge.
- You consistently engage in continuing education to stay on the cutting edge and to be the expert
- You know your strengths and you use them on purpose on both projects and challenges
- You have a coach or coaches and a team of advisors who support you in learning and growing
- You recognize areas where you can improve and address them directly
- You are actively working through areas that cause you fear, trepidation and other mindset obstacles.