



Entrepreneur Checklist

What is your title?

(Remember you are not the CEO! Start off at a Vice President or President, set a goal & then give yourself a promotion)

Why did you start your business?

(Keep it simple, no more than one sentence)

What are your core values for your business?

1. _____
(Value one should be personal)

2. _____
(Value two should be how your business impacts that industry)

3. _____
(Value 3 should be based on what you do for your customers)



Do a SWOT analysis

What are the Strengths of your business?

1. _____
2. _____
3. _____

What are the Weaknesses in your business?

1. _____
2. _____
3. _____

What are the Opportunities in your business? (Based on your strengths)

1. _____
2. _____
3. _____

What are the Threats in your business, based on your weaknesses?

1. _____
2. _____
3. _____