

THE IGNITION PLAN

Fire Up your Startup!



Greetings!

Welcome to the April 2021 issue of the Ignition Plan. Thanks to everyone who responded to the inaugural issue last month and for providing your valuable insights and suggestions (I heard the good, the bad and the ugly!).

I value your opinions will continue to make the changes and improvements you have asked for to help you on your entrepreneurial journey. Please keep the comments coming!

Also, thanks to those who sent in a question for the “Ask Craig Anything” feature. The level of interest was amazing! I read every question and will do my best to respond to as many of you as I can.

Finally, the much anticipated Founders’ Forum will be launched in May so stay tuned for more details.

Craig



LESSONS LEARNED: WHAT IS YOUR PLAN FOR WORLD DOMINATION?

This is the question I ask at the beginning of almost every conversation I have with an entrepreneur. You must create your definition of success and then build the plan to get there.

One of the greatest parts about being an entrepreneur is that you can build your own unique plan for world domination that is 100% based on your priorities, goals and definition of success.

Do you want to build a technology focused company that might go public someday? Stay small, focus on cash flow and the lifestyle? Create a company that could be a legacy for your family? Go the not for profit route with the primary objective focused on impact?

The options are practically limitless, and the planning is in your control. **So, think about the end when you are at the beginning.** What does success look like to you? Go for it!

Here are a few questions to help you get started:

1. What is your personal definition of success for the business?
 2. What skills do you bring to the table?
 3. What critical skills are missing?
 4. Is your plan for world domination reasonable in terms of the skills you have, the help you think you can secure and the resources at your disposal?
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Submit your question here

Let's face it, no one has all the answers (even if we must act like we do) so this is your opportunity to, "ask Craig anything". Submit a question and I will select one to answer and discuss in the next Ignition Plan issue. I am here to answer whatever burning question is on your mind, ranging from fundraising, founder issues, sales strategies, etc.

Questions can be submitted with contact information or anonymously. We respect your privacy and will never sell, rent, lease or give your information to any third party.



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