

THE
IGNITION
PLAN 

Fire Up your Startup!



WELCOME BACK!

We had a number of great questions submitted this month. Thanks to everyone who responded and keep the questions coming!

Craig



When aiming for world domination how much of your attention should be external on competition, if any? Or should you be laser focused only on what you're doing?

-Adam Simone Co Founder, Leaf Shave: innovative and thoughtfully designed razors for shaving. <https://leafshave.com/>



Hi Adam,

Thanks for taking the time to submit your question and for your thoughtful follow up to the “world domination” concept. My

approach when thinking about this is to be 100% internally focused at the beginning. I like to start with a blank slate and ask folks to describe the perfect scenario when defining their ideal destination. **What does the business look like and what are the metrics that you aspire to hit?** At this stage, it's all about your personal goals and how you want to build the business and live your life. **How do you define success?**

Once you have a vision, then it's time to look at external forces. How grounded in reality is the plan? What access do you have to the resources required to execute? **Can you align your plan/vision with the realities of the world?** This is also the time to understand your competition and other external market factors that can impact your plan. What is the current landscape? What are others doing well? Where are they falling short? Where is the market trending? A thorough understanding of the world around you will provide insight into opportunities and threats. **Be prepared!**

Finally, it's time to **"Just Do It"**. Get the concept going and get it out into the world since this will impact the direction; feedback and results from the real world will help you to refine the plan so you have a higher likelihood of success.

Good luck!

DO AS I SAY, NOT AS I DO

This month I wanted to provide a few of my favorite quotes that have inspired me over the years. I'd love to hear yours so I can share with the community. Send me an email with your favorites:
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"Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan Press On! has solved and always will solve the problems of the human race." — **Calvin Coolidge**

"Perfection is the enemy of progress." — **Winston Churchill**

"Find a group of people who challenge and inspire you, spend a lot of time with them, and it will change your life forever." — **Amy Poehler**

Would you like to guarantee that your question is answered, discuss your plans for world domination or simply have some one on one time to talk about whatever is on your mind?

I talk with entrepreneurs like you every day and would be happy to figure out

E-mail Craig!



how I can help. Drop me a note and we will find time to chat.

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