

# THE IGNITION PLAN

Fire Up your Startup!



Greetings!

My apologies! The "Ask Craig Anything" link was not working so I am resending this month's issue with the corrected link.

Looking forward to seeing your questions!

Craig

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## LESSONS LEARNED:

**Autumn is the Perfect Season to Try Something New!**

Labor Day is almost upon us and as we prepare for cooler weather and back to school, **it's a great time to check in on your plans for world domination.** How's it going so far? Are you on track with your milestones and key accomplishments? I'm sure aspects of your plan are going great, while others, not so much. Don't sweat it and, rest assured, we've all been there. The change of the season is the perfect time to reflect on your progress and to explore new ideas and initiatives.

How about a simple 2 step process to recharge and to create energy for new ideas?

**1. Take stock in the current state of your business.** Where are you relative to your 2021 goals? What has gone particularly well? Poorly? What have been the biggest surprises? I'm a big believer in understanding the metrics of a business. Can you take these answers and put them in a format that you can measure? For example, if you wanted to see revenue grow in 2021, what is a reasonable measure? Is 20% fair? If you are exceeding this metric, dig deeper into why (same if you are falling short). Perhaps there is a product, service or program that is hitting the cover off the ball (or lagging behind). How can you leverage this information into insights that will help?

**2. Pick one thing you learned from the review (good, bad or ugly) and commit to approaching it from a new perspective.** It doesn't have to be earth shattering and can be as simple as trying out your sales pitch on a new type of customer or attending a conference from outside of your industry. Make one small change to your current practice and measure the result. This will lead to new ideas, insights and opportunities for you and your business.



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.

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# STARTUP BREAKDOWN

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