

THE
IGNITION
PLAN 

Fire Up your Startup!



Greetings!

As we wrap up 2021, I thought it would be fun to revisit our topics from the past year. I've enjoyed sharing my ideas and experiences with you and my best for a happy and healthy new year.

Craig

2021: YEAR IN REVIEW

MARCH: The Good, the Bad and the Ugly

It's important to surround yourself with intelligent and experienced people who are willing to roll up their sleeves and help. Put yourself out there and share the good, the bad and the ugly with your partners. It may be tough at first but will be tremendously beneficial as you build your business.

APRIL: What is your plan for world domination?

Create your definition of success and 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. Think about the end when you are at the beginning.

MAY: The only question that matters

Customers will show interest when you can answer one simple question: “What’s in it for me?” It seems straightforward but we often get so caught up in the features of our solution (i.e., what it does and how it works) we lose sight of the fact that people make buying decisions based on the benefits (i.e., how it impacts their lives). If you effectively communicate the compelling benefit, the likelihood that customers will buy from you increases dramatically.

JUNE: Enter the soak zone!

It can be beneficial to slow down and reflect on your decisions and responses to important matters. I call this, “taking some soak time” which basically means to formulate your plan (perhaps even write the email or outline talking points for the call) but to hold off on hitting send to take time to think about the issue and weigh your response before you act.

JULY: Brutal Prioritization

All entrepreneurs know that there is too much to do and not enough time to do it so prioritization is a must. Build a strategy that focuses on the high impact, high reward tasks and accomplishments that will put your company in the best position to be successful.

AUGUST: Use the change of seasons to try something new

The change of the season is the perfect time to reflect on your progress and to explore new ideas and initiatives via a 2-step process. First, take stock in the current state of your business and, second, pick one thing you learned from the review and commit to approaching it from a new perspective. Make one small change to your current practice and measure the result.

SEPTEMBER: See Your Company Through The Eyes Of An Investor

Developing a plan to raise money can be a very complicated and time consuming process. Do your homework to make sure your message is clear, and that the investment opportunity is compelling. Investors consider deals in terms of how much perceived risk exists with the company relative to the potential return on investment.

OCTOBER: The Three Ts and why they matter to potential investors

How will an outsider with no knowledge of your business view your company and the opportunity? Focus on the 3 Ts (team, technology, and traction) to provide a compelling overview of the opportunity and to generate interest in learning more.

NOVEMBER: When Good Enough is Good Enough

Are you in business to build the perfect product or to solve problems your customers? The concept of “good enough” can be hard to grasp but is critical to the success of a company. Do not sacrifice your standards but understand that solutions evolve over time and if you focus on delivering value to your customer you will be successful.



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.

Submit your question here

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