

Business Growth Checklist

OPERATIONAL STAGE



Company: _____

Your Name: _____ Date: _____

This list is not in any particular order. It's a good idea to work on what interests you at first.

OPERATIONAL STAGE CHECKLIST

NOTES

Operational Stage Videos Watched

- Positive Relationship with Money
- Pricing Your Business Products and Services
- Commanding Your Worth
- Creating Policies & Procedures
- Legal Contracts
- Business Taxes
- Press Releases
- Building a Referral Network
- Investor Relations & Pitch Deck
- Measuring Success KPIs
- Explore other new videos on the Survivor Business Network

Business Growth (Do whichever apply)

- Build a referral network of at least 5 people
- Revise website to make it legally compliant (privacy policy)
- File your first year of business taxes
- Do a press interview
- Develop a pitch deck
- Secure your first business grant, investor, or loan
- Identify three essential KPIs and create a plan to track them
- Hire your first team member
- Look at previous checklists for ideas
- Find and evaluate competitors
- Clarify your sales pipeline and workflows

Nonprofit Growth (Do whichever apply)

- Get your first set of regular monthly donors (aim for 5!)
- Revise website to make it legally compliant (privacy policy)
- Increase your outreach plan (social media, emails, etc.)
- Do a press interview
- Apply for your first grant
- Secure your first business grant or large private donor
- Identify three essential KPIs and create a plan to track them
- Host an event with a few partner organizations
- Look at previous checklists for ideas
- Find and evaluate competitors
- Clarify and streamline operational workflows

ENCOURAGEMENT FROM SHYNE

Take a moment and celebrate yourself. You're an accomplished, incredible, empowered business owner or nonprofit founder. You're unstoppable!

Your entrepreneurial journey is still one step at a time. Take it at the pace best for you and enjoy the process. Ups and downs are normal, and Team Shyne always has your back!

