



Follow The Yellow Brick Road

Business Startup Steps for Fun Mongers

There are about a gazillion places that you can find some version of this information on the web. Sometimes it's expensive; sometimes it's free. But mostly people view it as an ugly, difficult, icky job. Let's step through it one piece at a time and I'll show you how to have some fun in the process.



Follow the Yellow Brick Road!

Take it one step at a time.
(Don't forget the chocolate!)

Create a Road Map

Make a big picture project plan.
(This calls for a nice dinner, lots of wild imaginings and good wine.)

Create a Business Plan

Now apply a little horse sense.
(Go hang out at your favorite coffee shop with someone fun and do this together.)

Write it Down!

Think of all the details and be really specific.
(A great bookstore, with tables and nice music and a cup of tea.)

Dream Big – Talk about Details

(With a favorite person, a great appetizer, and a bit 'o bubbly.)

1. Dream Big

Have a night out or some time alone with someone you trust. Both of you can take a turn at this. Let your imagination run wild. What would you like to do – both work and play? What's your ultimate goal? Do you think that 10 years ago I believed that I could live part of every year in Spain? Heck no. But I do, and I know that there is more than one way to get to any destination, and the path to your goal may be something totally outside "the norm." Make a great dinner, buy a bottle of wine (that works with the food), invite a good friend or significant other to share it with, and make an evening of it. Two or more can play at the same time. Share your dreams with someone you care about, and invite them to do the same.

2. Write it Down

So now you have at least a general picture in your head of what your life would look like if you could write the script. Now just start writing things down. No organization, no rules. If you like mind maps, feel free to do that. If you like to just make a free-flowing list of ideas, do it! This is your chance to get everything you can think of on paper. There's a cheat sheet for you on the Fun Monger site.

3. Create a Business Plan

You've got some ideas about where you want to go. You need a plan. Think through all the pieces-parts that you'll need to know in order to create your business (or get on track if you've already started). Use your own format, or use ours from the Fun Monger site.

4. Create a Road Map

This is the part that most often gets neglected – right after the Business Plan. This is essential! Make a list of products / services and tasks that you need to accomplish. Who will help you? How much will you (and can you) do yourself? Remember that there is always more than one way to reach your destination. Things change, so know that all these documents are flexible. No writing in stone! In order to thrive you have to be quick on your feet. Change when it's called for, stick to your guns when you need to. We've provided a template for you in Fun Monger.

5. Follow The Yellow Brick Road

Ready, set, GO! Start working your way down the road map. Don't be surprised if your road map changes. It's OK. One of my favorite books is *The Alchemist* by Paulo Coelho. A young Spaniard has a dream of pyramids and a great destiny waiting for him. He has no idea how to get there – and his life takes many unexpected turns and he thinks he's far off the path. But you can guess what happens. The theme of the book, loosely translated: **When you follow your personal legend, all the universe conspires to assist you.**