



Step 2 – Write it Down

Business Startup Steps for Fun Mongers

You've actually spoken your dreams out loud [gasp!] and nobody laughed at you. Well, if they did, send me their email and I'll smack 'em! Now it's time to start writing down some things. If you like mind maps, feel free to use your favorite mind mapping program. Otherwise, use this or whatever format you like to start a free-form list or record of things that you've thought of. Here are a few suggestions:

Things I Love to Do

Hint: Do you love to write? Love to talk to people? Love to come up with creative ideas? Love to travel? Love to help animals? Whatever floats your boat goes here....

Things I Would Like to Learn

Hint: Do you want to learn to write better? Want to learn how to create your own website? Need to understand how to do your own bookkeeping?

Things I Really Don't Want to Do

Note: This will help you determine where you should spend some money when you can – then get help for things that you don't enjoy. But don't spend money til you have some!

Hint: Do you hate bookkeeping? Do you dislike writing? Do you dislike technical stuff?

Products / Services I Will Offer

Hint: Be specific; list any physical products, digital downloads, teleseminars, and if you have an idea about pricing, jot that down too.

Tools / Skills / Resources I Have Now

Hint: List the people or resources that can help you, as well as your equipment, software, skills, etc. that will help you in your business.

People / Resources I Need

Hint: What resources do you need? Do you need a web developer? A Bookkeeper? Need a new computer or software? Remember... keep it bare bones until you're making money in your business.

Where Can I Get Resources?

Hint: From the lists you made above, here's the key – prioritize which things you need to learn or get help with first, and then start making a list of resources. Search the internet for classes or service providers that appeal to you. Ask your colleagues or friends for referrals or recommendations. Then compare – don't just take the first class or hire the first developer you come across. Check Fun Monger from time to time for recommendations about resources and how to find the right ones.