

Will To Win Method Startup Board



WILL 
TO WIN
ENTREPRENEUR

We provide business education and training. We do not sell a business opportunity. We make no earnings or return on investment claims. As with most education, it is difficult to track and ascertain those who implement the training provided. Additionally, we do not offer tax, accounting, financial, or legal advice. Prior to undertaking any business activity, we encourage you to consult your own accounting, legal and tax advisors to evaluate the risks, consequences and suitability of that transaction. As a client we have a referral network that you may be eligible to utilize. These vendors will have their own fees and terms that are not included in the price of your purchase. We cannot guarantee the products and/or services provided as they are third party vendors.

The Will To Win Entrepreneur Method Team

We pride ourselves in having a team that is second to none in knowledge, ability, experience and compassion. Every one of us is here for you and committed to your success with Robert Herjavec's Will To Win Entrepreneur Method.

We work directly with all of our students attending our advanced training events. It is deeply inspiring to watch our students progress through their trainings and hear their success stories. We are the first to read all of the feedback we receive from our students via the surveys we get at every stage of our program. Your experience - and ultimate success with the Will To Win Entrepreneur Method - is of paramount importance to us. We love being able to build personal friendships with you and always look forward to seeing you at our live training events. The surveys from all of our Will To Win Entrepreneur Method events total an amazing 4.92 out of 5 stars! This makes us incredibly proud! We are always available to our students to assist them in moving through their trainings and answering specific questions when the need arises. Our only focus is you. If you have any questions concerning your upcoming workshop, **call our Customer Service Department at 800-771-6202.**



Five Steps

Welcome To...

YOUR FIVE STEP QUICK-START GUIDE TO BUSINESS SUCCESS

Over the next few days as you prepare for your Will To Win Entrepreneur Method, follow these proven easy steps for success.

- **Step 1** Focus on Success
- **Step 2** Create your “Dreams” List
- **Step 3** Complete the Business Startup Checklist
- **Step 4** Complete your Personal Profile
- **Step 5** Personal and Business Goals

Someday is not a real day. If you want to start something – DO IT. NOW!

- Robert Herjavec

Why these Five Steps?

After years of experience, we know that these five steps will remove fear and procrastination and you'll immediately see results.

Success is Getting Started!

Research shows that 66% of Business startups are still operating after their first two years—56% after five years! The sooner you start, the sooner you'll experience the many rewards enjoyed by over 12 million business owners—such as an income that is double the national average!

— Small Business Administration

Step One

Success Story Release Form*

I (we) agree to allow my (our) success stories/testimonials to be publicized by Will To Win Method and or any of its affiliate companies.

Signature(s) _____

Name(s) _____

Date _____

Address _____

City, State, Zip _____

Day Phone _____

***YOU MAY WONDER WHY THIS IS STEP #1?**

"Shouldn't a success story be the final step" you may ask? Even if you never send us your success story, this is a very important mental commitment for you to make now to yourself. Filling out this release form, and signing it, is further evidence that you are really serious about your own success. **This is indeed the first step to success!** However when you do decide to send us your written success story, simply make a copy of this page and send it along with your story to the address on the back cover. Mark it, "Attention: Will To Win Method c/o Marketing Director."

*Success isn't the result of
hard work alone;
it's mostly the result of
right thinking.
- U.S. Anderson -*

Step Two

Your “Dreams” List

Dreaming is the catalyst for accomplishment and success. Here’s how you do it: Find a quiet, peaceful place in your home – sit back, relax and then ask yourself this question: **“If I had unlimited time and unlimited money or resources, what would I want to do and accomplish?”**

Use the question above to guide you. Your answers may truly reflect your dreams. Write them down in the following areas:

Family: _____

Financial: _____

Physical (health): _____

Mental: _____

Spiritual: _____

Social or recreation: _____

Community or volunteer service: _____

Career: _____

Step Three

Business Startup Checklist

This checklist is certainly not everything you need to startup or expand a successful business, but will serve as a guide to point you in all the right directions. (You do not need to have these items completed before your Workshop.)

Write date completed in boxes below:

- If home-based, set aside an area in your home that will be dedicated to your business.
- Choose a business name. Make sure it is a memorable name that will enhance the image you want. Call our Hot-line for your entity consultation.
- For the above two action items – go out to dinner with your spouse or partner. Keep the receipt! Remember, setting up a business is supposed to be fun.
- Order your business cards.
- Set up a business checking account.
- Make sure you purchase and utilize a time-management system. This could be a day-timer or there are many digital apps and or software.
- Get a “log-book” for your car to keep track of business mileage and expenses. As with many tools there are digital options available.
- Decide whether bookkeeping for your business will be computerized or done by hand-ledger.
- Visit your State Government website to obtain information on starting a business in your state.
- Visit your local Chamber of Commerce website to obtain free or low-cost “business start-up” publications and guides that will provide information from creating business plans to setting up marketing programs.
- Call our Hot-line for our recommended CPA’s.
- Make a list of items at home that can be tax-deductible per your accountant.

Step Four

Personal Profile

A personal inventory list of your strengths and experience. Include your spouse/business partner. Work as a team when possible. It makes for twice the enjoyment and half the work.

Your Name _____ Spouse Name _____

EDUCATION:

Yourself _____ Spouse _____

Ages: Yourself _____ Spouse _____

Children's names _____

Ages _____ Number Of Years Before they attend College _____

SKILLS AND ACCOMPLISHMENTS

What Is Your Occupation? _____ Years _____

Spouse's Occupation? _____ Years _____

Specific Skills/Accomplishments: Personal _____

At Work _____

Other _____

Who Has Been a Role Model for You _____

BUSINESS EXPERIENCE

What Have You Done Before And Why Were You Successful? _____

Step Five

Personal and Business Goals

Use your dream list to assist you in creating goals below. Each goal should be long term, which by our definition is one year or more. Then go through the process outlined below for each goal. REMEMBER, when you climb a mountain you plan from the top down and achieve from the bottom up. Accomplish your goal one-step and one day at a time, BEGINNING NOW!

IDENTIFY MY GOALS:

GOAL 1 _____
2 _____
3 _____
4 _____

MY BENEFITS FROM REACHING EACH GOAL:

GOAL 1 _____
2 _____
3 _____
4 _____

SKILLS OR KNOWLEDGE REQUIRED TO REACH MY GOALS:

GOAL 1 _____
2 _____
3 _____
4 _____

INDIVIDUALS, GROUPS, COMPANIES AND ORGANIZATIONS TO WORK WITH TO REACH MY GOALS:

GOAL 1 _____
2 _____
3 _____
4 _____

ONE ACTION STEP TO PERFORM IN THE NEXT SEVEN DAYS TO REACH EACH GOAL:

GOAL 1 _____

Will To Win Entrepreneur Method Startup Board

Every business starts with an idea or a concept. The Will To Win Entrepreneur Method Startup Board allows you to consider each step in the startup without committing the time and resources to a full business plan. You will quickly examine the concept from all of the angles and see in detail the steps that you need to take.

Understand that with your concept you really have no idea what your business will be like in 5 years due to changes in technology, competition,

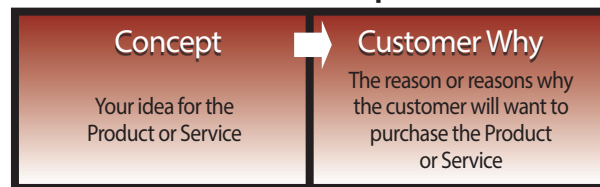
customer buying habits, etc. So focus on the now. As your business matures you will find that banks and investors want more details and to see controls in place. That's when you need the actual business plan.

The key is to maintain your velocity. You don't have to operate from a position of perfect knowledge. Develop the product to the point you are ready to launch and be prepared to pivot to what the market and your customers tell you.

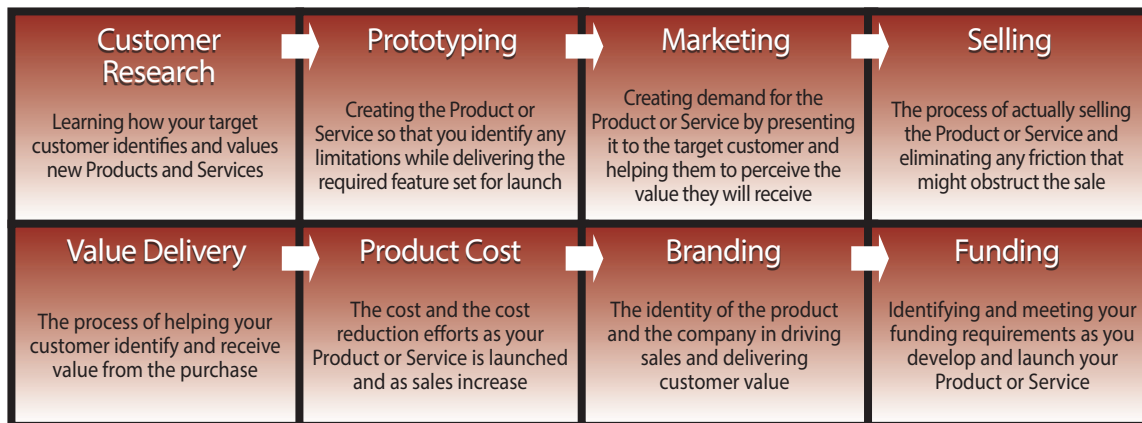
Personal Development



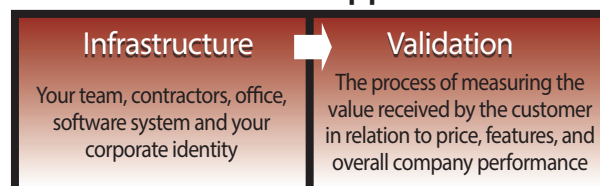
Product Development



Product Launch



Product Support



Your Goals

The Will To Win

- How powerful are your goals?
- Do your goals change your behavior?
- Who benefits from the completion of your goals?
- Are you spending your time effectively?
- What changes do you need to make?
- How will you measure success?

The satisfaction exceeds the sacrifice.

Problem / Solution Statement. In two sentences identify your will to win:

└─→ _____

What are you willing to change, do, or sacrifice in order to win? What will success feel like?

Personal Development

The 4 Pillars of Personal Development

- Personal Goals vs. The Pillar of Personal Goals
- The Pillar of Personal Wealth
- Wellness vs. The Pillar of Personal Wellness
- Greater Purpose vs. The Pillar of Greater Purpose

The things I have achieved in my life are only of full value to me when I can share them with my family.

Solution Statement. Identify where you need to begin in order to enjoy more success:

└─┬→ _____

Prepare For The Workshop

Prior to the Workshop take some time to review each of the components of the Will To Win Entrepreneur Method Startup Board. Don't expect to know all the answers at this point. This is about getting started with the right framework. Each component asks you to describe your thoughts and/or progress. You will soon see that you have progressed in some areas and will need work in others.

At the Workshop we will help you better understand the Will To Win Entrepreneur Method Startup Board and how to use it to launch your business. It is not a problem if you haven't decided on your product or service. Just pick any product or service that you are currently using and describe each component as if it were your company. This is about getting into the right mindset prior to the Workshop!



Product And Services

The Product/Service

- Identify Problem
- Your Idea/Solution
- A New Way Of Doing Business
- More Efficient Design
- Better Marketing
- Saving Time
- Improving Lifestyle

The business world is full of failed products that were poorly launched, marketed, and managed. Part of your new product or service is to build an organization worthy of the idea.

Problem/Solution Statement. In two sentences identify the problem and how your business creates a solution:

└─→ _____

Describe your product or service: _____

Your Passion

How Passionate About This Product Are You?

- This product will change the world
- I'm willing to work non-stop to launch
- I'm willing to put all of my money into it
- I'm willing to borrow from friends and family
- I'm willing to be coached in order to launch it the right way

Remember, it doesn't have to be about saving the world (although that would be nice!) Your passion and your drive can be as simple as: "I want to make money to support my family, send my kids to school, or live a lifestyle that a day job doesn't support."

**There are many steps to taking your business to the next level.
Describe your level of commitment:**

→ _____

Customer Why

Every Customer Has A Reason Why They Buy A Product

- Reduces Pain - makes something simpler, cheaper, more convenient, etc.
- Entertains – something to do
- Status – I have one and you don't
- Status – I have one just like everyone else
- Efficiency – I can go faster

Knowing why your customer wants or needs the product and what it solves in their lives will help you put it into their hands.

Refer back to your Problem/Solution Statement on page 12 to help identify your Customer Why. Describe your customer:

↳ _____

Product Prototype

Can You Build It?

Creating your MVP (minimum viable product)

- Conceptualize the Process
- Present the Concept
- Manufacture the Prototype
- Define the Marketing Method

Can you get your product in the hands or mind of a prospective customer or investor?

Describe how you will create the prototype: Before you scale your business you must first validate the market's want/need for your product.

↳ _____

Sales

How Will You Sell It?

- Stores
- Online
- Sales team
- Wholesale suppliers
- Representatives
- Submit bid

What is the most effective method you have to collect the customer's funds and deliver the product?

Describe how and where you will sell your product or service:

↳ _____

Customer Research

Understanding Your Customer

- How many potential customers are there?
- Who makes the buying decision?
- Where do they get information?
- Who influences them?
- Who pays?
- Are they loyal?
- Where do they buy?
- What are their demographics?

Customer research goes beyond what you are offering the customer and analyzes how your customer becomes aware of your product, gathers information, and makes the decision to purchase.

Describe your Target Market:

└─┬─→ _____

Product Value

How Much Value Does Your Customer Want?

- Does your product/service have the right number of features?
- Is the product effective?
- Would a customer pay more?
- Would your product/service be great only if it were free?

Value is perceived in many ways. Under-delivered value leads to disgruntled customers. Too many features may lead to excessive costs while not making the buyer any happier. Talking with a buyer after they have used the product helps you understand how your product is perceived.

Describe how your customers will perceive and receive value:

└───┐
└───┐
└───┐
└───┐
└───┐
└───┐

Describe possible changes/pivots you can foresee:

└───┐
└───┐
└───┐
└───┐
└───┐

Product Cost

Is Your Cost Structure In Line?

- What new efficiency can be achieved?
- Where is your product being made?
- Will volume reduce your product cost?
- How does inventory impact your sales and costs?

Costs can vary dramatically based upon volume, lead times, and location.
Your supply chain is a major factor in achieving profitability.

Describe how much it will cost to make your product or perform your service. Try to identify areas that could decrease that cost:

↳ _____

Product Brand

Does Your Brand Send A Message?

- What is your identity?
- What message are you sending with your brand?
- What image do you want / need?
- Does your brand lead to greater awareness?
- Does your brand meet a specific demographic or target?

Your brand helps you drive sales and customer satisfaction. Identifying your brand will help you narrow down to your target market.

Describe how you will market your product or service: Determine which mediums of marketing you will use, and how they will work for your business.

└─→ _____

Marketing

How Does The Word Get Out?

- Pre-launch activities
- Website
- Social media
- Paid ads
- Traditional media
- Trade shows
- Press
- Supporting materials - brochures, white papers, contests, promotions.....

Marketing lets people know that your product is here and explains why they need it.

Describe which mediums of marketing you will use, and how they will work for your business:

└─┬─→ _____

Source / Use Of Funds

How Do You Fund The Business?

- Personal funds and credit, family, or friends
- Corporate credit
- Investors
- Advanced sales
- Crowd funding
- Bank loans

Your funding sources will need to match the development stage of your company and how your company is valued.

Why does your company need money?

(Inventory - Sales team - Development funds - Growth)

Your use of funds needs to reflect how you turn your product or service into profits.

Describe your sources of funding:

└─→ _____

Do you need additional funding and why?: _____

Your Team

What Staffing And Partnership Needs Does Your Company Have? Can You Do It All?

- 3rd party service providers
- Freelancers
- Temporary employees
- Employees
- Equity partners

Define what roles you can fulfill and what your team needs to be like. Remember - The more you have to do, the longer your successes will take.
Don't forget your team may need office space, information systems, and IT.

Describe your team. Who do you have and who do you need in order to be successful?:

└─→ _____

Product Validation

Did The Product Meet Expectations And Provide Sufficient Value?

- Product testers
- Online surveys
- Phone interviews
- Feature review
- Sales analysis

Upon usage, customers decide how well they really like your product or service. Capturing this “voice of the customer” can help you refine your product or service and pivot to a more effective model to increase your future sales.

Describe how you will validate your product or service:

└─→ _____

See You At Your Workshop!

Dear Will To Win Entrepreneur Method Action Taker,

Congratulations on completing your Will To Win Method Startup Board! The time you have spent thinking through these life and business components will greatly increase your chances of success in all of your goals. This is a step most aspiring entrepreneurs fail to address and by doing so you have given yourself an important leg up as you enter the marketplace.

Remember there is also important video content in your Student Resource Center to help you complete this workbook. Please call our **Customer Support Team at 800-771-6202** if you have issues logging in.

We are excited to have you join us for the Workshop. Please remember to bring this workbook with you. Make sure to use the notes section for any questions you have come across while working through these exercises. The Will To Win Entrepreneur Method Startup Board was designed to help prepare you for the Workshop, we are committed to helping you and your business reach it's full potential.

See you at the top!

Will To Win Entrepreneur Method Team





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