



New Beginnings provides step-by-step instructions on how to start a business with limited resources. It focuses on the reader's specific situation, skills, knowledge, and experience to create a business plan and launch their startup.

New Beginnings: Start Your Own Business Workbook

By Blake Archuleta

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CROOZ COACHING L.L.C.

Presents

NEW BEGINNINGS

Build Your Own Business Workbook



BLAKE ARCHULETA, MBA

*Are you ready to tap into the full potential of your skills and ideas
to create your own successful business?*

*This book is your essential guide to unlocking limitless
affordable entrepreneurial growth and freedom.*



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CHAPTER 1: IDENTIFY YOUR BUSINESS IDEA

Reflect On Your Skills, Experiences, and Passions to Come Up With A Business Idea That Aligns With You And The Market Needs.

IMPLEMENTATION

Use the business idea section of this workbook to assess, rank, and document your business ideas. The amount of time saved by using it to focus is much greater than the time it takes to use these tools. Keep the assessment where it can be accessed by the entire team. Create a backup and store it offsite to meet disaster preparedness regulations.

IDENTIFY YOUR BUSINESS IDEA

Use a brainstorming or mind map image to visualize the ideas, skills, and passions that could translate into a business. A mind map with catalyzing questions is included at the end of this workbook section.

SELF-SCORING BUSINESS IDEA ASSESSMENT

Use this assessment to determine the best business idea for your business. Read each statement and circle the number that best fits your business ideation team’s current state (1 being very bad and 5 being a top performing team).

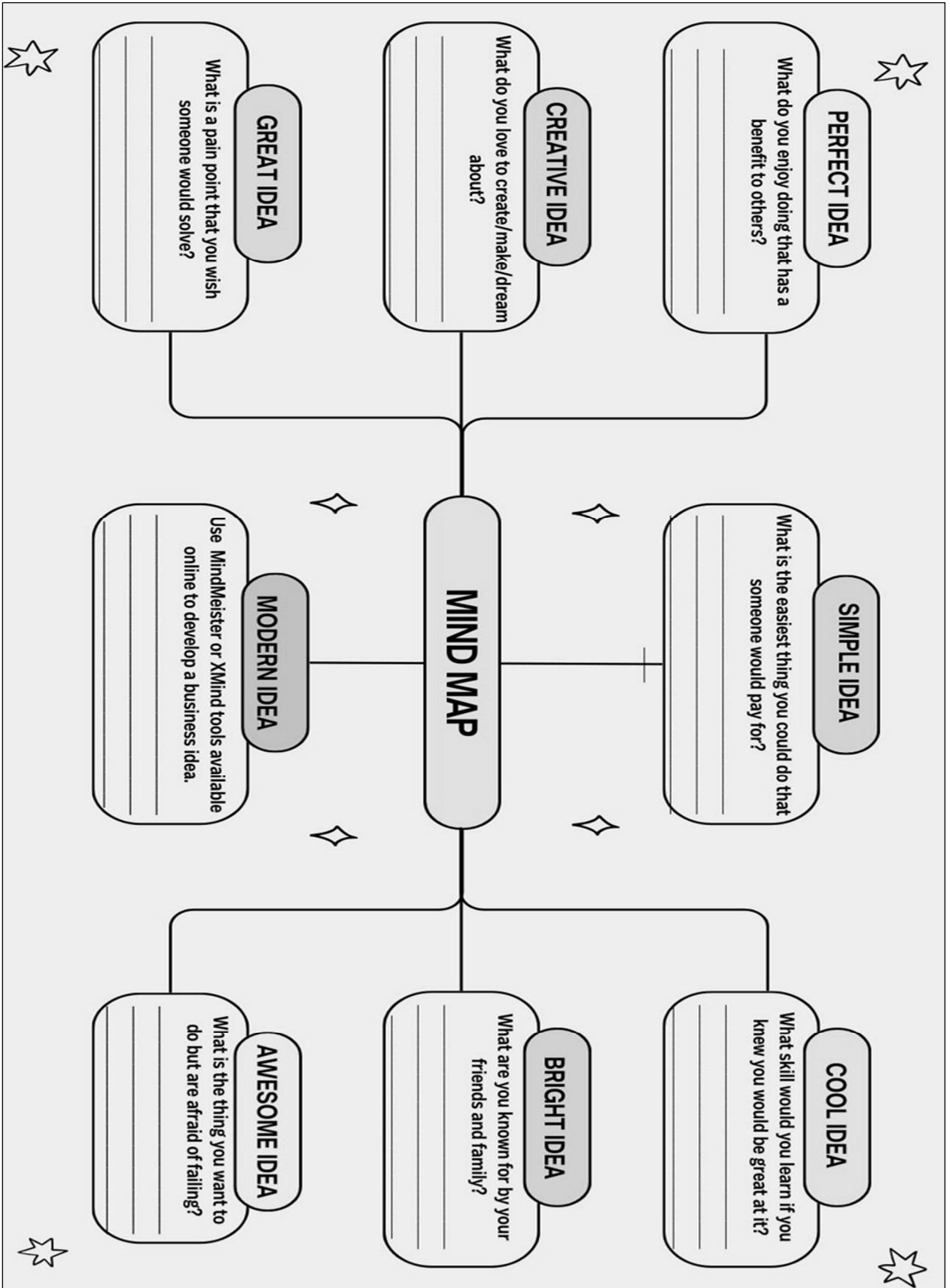
BUSINESS IDEA TEAM MATURITY ASSESSMENT	
Roles & Responsibilities	
1. Business ideation team can clearly articulate their roles	1 2 3 4 5
2. Business ideation team can clearly articulate their teammates roles	1 2 3 4 5
3. Business ideation team can clearly articulate their responsibilities	1 2 3 4 5
Tools & Maintenance	
4. Business ideation team know where hardware is located and documented	1 2 3 4 5
5. Business ideation team know where software is located and documented	1 2 3 4 5
6. Business ideation team know hardware and software maintenance needs	1 2 3 4 5
Data Access & Storage	
7. Business ideation team have access to what they need	1 2 3 4 5
8. Business ideation team have the regularly used URLs documented	1 2 3 4 5
9. All data is backed up regularly and stored offsite	1 2 3 4 5
Project Management	
10. Business ideation team have access to the project schedule	1 2 3 4 5
11. Business ideation team know if they are on the critical path	1 2 3 4 5
12. Business ideation team collect, review, and analyze metrics for their teams	1 2 3 4 5

Training and Process	
13. Business ideation team have access to the definition of done	1 2 3 4 5
14. Business ideation team can clearly articulate the input and output of their work	1 2 3 4 5
15. Business ideation team know where the training, templates, and guides reside	1 2 3 4 5

SELF-SCORING BUSINESS IDEATION TEAM ASSESSMENT RESULTS

Add up the scores of your assessment and document the results in the table below. Share the results with your team. Help them understand how great their maturity score is or how important it is to launch success if it needs improvement.

BUSINESS IDEA TEAM MATURITY ASSESSMENT RESULTS	
71 - 75	You have a top performing team ready to take on uncertainty and change. This team knows what is expected of them and everyone else on the team. You have set them up for success and are to be commended.
66 - 70	Your team is well prepared for change. They need some small improvements to move to a resilient top performing team. Overall, this team is high performing and ready to move to the next level.
61 - 65	This team needs to work on their maturity to be assured of resilience in the presence of rapid change. Team members need better access to well documented processes and tools to be effective when others are not present.
56 - 60	Teams in this range are not ready for major change. They lack clarity and productivity will suffer if a gatekeeper or leader is out for an extended period of time.
55 – or below	Teams in this range need assistance from a high performing team or facilitator. There has likely been turnover and attrition due to a lack of clear guidance. Performance of this team can be highly impacted for the better with the use of the Mind Map in this workbook.



SMALL STEPS TO BIG IDEAS: HOW INCH STONES CAN UNVEIL YOUR BUSINESS SUCCESS

Introduction: In the journey of entrepreneurship, finding the right business idea is akin to setting a cornerstone. However, the process of discovering that golden idea need not be overwhelming. By breaking down the process into smaller, manageable "inch stones," aspiring entrepreneurs can gradually uncover a business idea that aligns with their skills, passions, and market needs. This article illustrates how incremental progress can lead to significant outcomes in identifying your business concept.

Understanding Inch Stones: Before diving into the process, it's essential to define what inch stones are. Unlike milestones, which are large goals along the road to success, inch stones are the smaller steps that make reaching those milestones possible. They are actionable, concrete tasks that provide a clear pathway to progress.

Step-by-Step Example: Using Inch Stones to Identify a Business Idea

1. Self-Reflection:

1. **Inch Stone 1:** List personal skills and strengths. Spend some quiet time reflecting on what you excel at professionally and personally.
2. **Inch Stone 2:** Identify passions by writing down activities you enjoy doing during your free time. What keeps you engaged and excited?
3. **Inch Stone 3:** Reflect on past successes and the roles or projects where you've made a significant impact.

2. Market Investigation:

1. **Inch Stone 4:** Research current trends in industries of interest using online resources like trend reports or market analysis websites.
2. **Inch Stone 5:** Identify gaps in the market by reading customer reviews on existing products and services.
3. **Inch Stone 6:** Conduct informal surveys or interviews with potential customers to understand their pain points.

3. Idea Generation:

1. **Inch Stone 7:** Use digital brainstorming tools to map out potential business ideas that combine your skills, interests, and market needs.
2. **Inch Stone 8:** Narrow down ideas by evaluating them against a feasibility checklist considering time, resources, and personal commitment.

4. Validation and Feedback:

1. **Inch Stone 9:** Develop a simple prototype or concept presentation of your top idea using tools like Canva or PowerPoint.

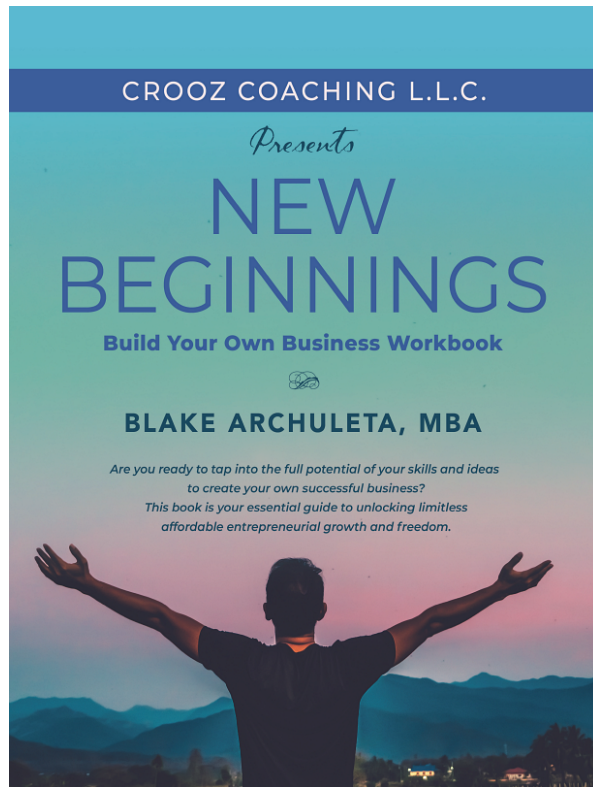
2. **Inch Stone 10:** Gather feedback from trusted mentors or peers to refine the concept and ensure it has potential.

5. **Decision Making:**

1. **Inch Stone 11:** Reflect on the feedback and make adjustments to your idea accordingly.
2. **Inch Stone 12:** Decide on a single business idea to pursue by considering which one aligns best with your personal vision and goals.

Conclusion: Breaking down the goal of identifying a business idea into these smaller, actionable inch stones not only makes the process more manageable but also increases the likelihood of uncovering an idea that is both viable and fulfilling. Remember, every major accomplishment is a result of accumulated minor successes. Start small, think big, and let each inch stone guide you towards entrepreneurship triumph.

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