

the entrepreneurial mother®

How to Build your Business As An Asset - Checklist

Life is way too short to spend it messing with things you don't want and don't make you feel the way you want to feel, just to live up to expectations.

It's your life.

So, assuming you have a magic wand... what do you want to do with your business?

Step 1 - What Business/Work Future Do You Think You Want?

This is the key question to answer first.

Assuming "SELL your Mother of a Business" features, then the following steps are what you need to think about...

Step 2 - Where Are You Now?

How far down the track are you?

Have you done any previous research you can use to direct what path to take?

Step 3 – When Do You Want This Done By?

What does the timeline look like?

When will you know you have absolutely done what you had set out to do?

Step 4 – Who Do You Know?

From passers-by to friends, family and foe, who may be interested?

from past to present, and even into future, who do you need to know?

Step 5 – How Can You Get the Price You Want?

What will a Buyer value? Is it profitable? Can it be profitable?

Who else has access to Buyers you can potentially tap in to?

Do you have 2-3 years of lodged Tax returns?

Step 6 – What IP Do You Have?

A product? A system? A name? A trademark? What is unique?

What do you have already that will help do what your business does?

Step 7 – What Do You Know? What Do You Do?

Name and record all of the skills required to run your business. Who is doing them?

How do you access the skills you need if you don't have them?

Step 8 – What Piqued Your Interest in the First Place?

Hobby? Favourite subject? Family situation? What did you read a lot of?

What did you watch? What really pushed your buttons? What's your story?

Step 9 – What Kind of Person Are You as a Business Owner?

Honest? Impatient? Fabulous? Shonky? Organised? Ready?

What type of person does a new owner need to be?

And last but not least...

Step 10 – What Will Make You Happy?

What is it you really want? What will you do next?

Especially as you've invested all that blood, sweat and tears...