

**How to Start a Business in 15 Minutes a Day**  
Part 1 Ideation and Consistency  
15 Minute Daily Worksheet

**Week 1**  
**Ideation and Preparation**

- Day 1: Spend time getting prepared for this process by rereading Part 1
  - What sticks out to you:  
\_\_\_\_\_  
\_\_\_\_\_
  
- Day 2: Consider your personal and financial objectives
  - Objective 1:  
\_\_\_\_\_  
\_\_\_\_\_
  
  - Objective 2:  
\_\_\_\_\_  
\_\_\_\_\_
  
  - Objective 3:  
\_\_\_\_\_  
\_\_\_\_\_
  
- Day 3: Write down three specific personal and financial goals and share them with one person close to you
  - Goal 1: \_\_\_\_\_
  - Goal 2: \_\_\_\_\_
  - Goal 3: \_\_\_\_\_
  - Who I will share these with: \_\_\_\_\_
  
- Day 4: Brainstorm and write down at least three business ideas that align with your goals
  - Idea 1: \_\_\_\_\_
  - Idea 2: \_\_\_\_\_
  - Idea 3: \_\_\_\_\_
  
- Day 5: Go back to your three ideas and consider which one feels the least practical (perhaps because of time, cost, skills, or other issues) and eliminate it from your list
  - Idea to Keep 1: \_\_\_\_\_
  - Idea to Keep 2: \_\_\_\_\_
  - Eliminate: \_\_\_\_\_
  
- Day 6: Write down pros and cons for each of your two remaining ideas and spend the day considering each
  - Idea 1 Pros: \_\_\_\_\_
  - Idea 1 Cons: \_\_\_\_\_
  - Idea 2 Pros: \_\_\_\_\_
  - Idea 2 Cons: \_\_\_\_\_
  
- Day 7: Pick an idea to go into the next phase with and share it with at least one person close to you, while asking for them to play a role of accountability and feedback in this process

- I am moving forward with: \_\_\_\_\_
- I am sharing this idea with: \_\_\_\_\_

## Week 2

### Solving the Customer Problem

- Day 1: Consider who the end user is based on your idea by writing down 3-5 characteristics, demographic, or geographic information to start making a profile
  - Age range: \_\_\_\_\_
  - Financial habits: \_\_\_\_\_
  - Geographic location: \_\_\_\_\_
  - Interests or affiliations: \_\_\_\_\_
  - Other information: \_\_\_\_\_
  
- Day 2: Imagine this customer and think about their problem. What is it your wanting to solve for them with your business?
  - Problem: \_\_\_\_\_
  
- Day 3: Think more about the problem you are solving and add notes on the pain point your potential customers may feel
  - Notes: \_\_\_\_\_
  
- Day 4: List out 10 potential customers you believe have this problem:
  - 1: \_\_\_\_\_
  - 2: \_\_\_\_\_
  - 3: \_\_\_\_\_
  - 4: \_\_\_\_\_
  - 5: \_\_\_\_\_
  - 6: \_\_\_\_\_
  - 7: \_\_\_\_\_
  - 8: \_\_\_\_\_
  - 9: \_\_\_\_\_
  - 10: \_\_\_\_\_
  
- Day 5: Consider whether you have a painkiller or a vitamin
  - Which do you have: \_\_\_\_\_
  - What type of solution would it take to make it the other type:  
\_\_\_\_\_
  
- Day 6: Narrow down to the biggest pain you now believe your customers have
  - Biggest pain (problem) for customers: \_\_\_\_\_
  
- Day 7: Define your solution
  - Solution summary: \_\_\_\_\_

## Week 3

### Developing Your Solution and Value Proposition

- Day 1: Describe your solution with more detail by listing at least four ways it will address the customer's pain point
  - Attribute 1: \_\_\_\_\_
  - Attribute 2: \_\_\_\_\_

- Attribute 3: \_\_\_\_\_
- Attribute 4: \_\_\_\_\_
- Day 2: Now consider how you will create value for your customer by describing what the customer receives when their problem is solved
  - Benefit 1: \_\_\_\_\_
  - Benefit 2: \_\_\_\_\_
  - Benefit 3: \_\_\_\_\_
  - Benefit 4: \_\_\_\_\_
- Day 3: Convert your solution attributes and benefits into value statements (up to three)
  - Value statement 1: \_\_\_\_\_
  - Value statement 2: \_\_\_\_\_
  - Value statement 3: \_\_\_\_\_
  - Value statement 4: \_\_\_\_\_
- Day 4: Begin drafting your elevator pitch components
  - Your name and business name: \_\_\_\_\_
  - The customer pain point: \_\_\_\_\_
  - A brief phrase describing your customer: \_\_\_\_\_
  - Your strongest value statement: \_\_\_\_\_
- Day 5: Organize your elevator pitch components into a short paragraph that tells a story:
  - Elevator Pitch: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
- Day 6: Test your elevator pitch by reaching out to a few of your potential customers from last week's list and get their feedback (email, text, call, visit, etc)
  - Feedback and recommendations: \_\_\_\_\_
- Day 7: Continue the process of contacting your potential customers to gain feedback
  - Additional feedback: \_\_\_\_\_

## Week 4

### Understanding the Market and Competition

- Day 1: You are now ready to research your market and industry by first considering where you participate in the value chain:
  - Consider each of these potential market roles you could participate in and circle one or more you think might be applicable:
    - Designer
    - Supplier
    - Manufacturer
    - Assembler
    - Distributor
    - Wholesaler
    - Retailer
    - Servicer
    - Other: \_\_\_\_\_

- Day 2: Once you've landed on a role, consider your channels and partners by thinking through how your product gets to you and others in the value chain including your customers. Remember your channel is how you go to market (online sales, retailing, Amazon) and partners are organizations that play a major role in supplying to you or getting you to market:
  - Channel 1: \_\_\_\_\_
  - Channel 2: \_\_\_\_\_
  - Partner 1: \_\_\_\_\_
  - Partner 2: \_\_\_\_\_
  
- Day 3: Move into a more formal competitive analysis, starting with direct competitors and list two with their pros and cons
  - Direct Competitor 1: \_\_\_\_\_
    - Pros: \_\_\_\_\_
    - Cons: \_\_\_\_\_
  - Direct Competitor 2: \_\_\_\_\_
    - Pros: \_\_\_\_\_
    - Cons: \_\_\_\_\_
  
- Day 4: Now consider Indirect competitors who may address this problem for your customers
  - Indirect Competitor 1: \_\_\_\_\_
    - Pros: \_\_\_\_\_
    - Cons: \_\_\_\_\_
  - Indirect Competitor 2: \_\_\_\_\_
    - Pros: \_\_\_\_\_
    - Cons: \_\_\_\_\_
  
- Day 5: Finally consider alternatives that customers may pursue or use instead of a direct or indirect competitor
  - Alternative Competitor 1: \_\_\_\_\_
    - Pros: \_\_\_\_\_
    - Cons: \_\_\_\_\_
  - Alternative Competitor 2: \_\_\_\_\_
    - Pros: \_\_\_\_\_
    - Cons: \_\_\_\_\_
  
- Day 6: Organize all of your competitive analysis information into chart and add in your solution to compare against one another. Features are those pros or cons that rise to the top as good ways to compare yourself from competition.

Competitor	Feature 1	Feature 2	Feature 3	Feature 4
Your Solution				
Direct 1				
Direct 2				
Indirect 1				
Indirect 2				
Alternative 1				
Alternative 2				

- Day 7: Stop and Assess and make Go/No Go decision by reviewing all of your notes and considering whether you are prepared to move forward into another month of planning
  - Decision: \_\_\_\_\_

- Notes and additional thoughts:

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