

HBIC GUIDE'S
**FROM IDEA
TO
EXECUTION**

 *in 30 days*

Checklist: Day 1

Day 1 FIND YOUR MARKET

XX

☐ What do you want to sell? _____

☐ Search Google Trends. Note your findings and stats below.

☐ Can you see yourself using this product? (circle one) *yes* **No.**

☐ Who is the competition in your market? (list below)

☐ Who is your target customer? (note below)

☐ Are there any restrictions or regulations on your product? (circle one)

☐ Do you intuitively feel good about your findings? *yes* **No.**
(circle one)

yes **No.**

notes:

final thoughts

Making big decisions is tough. Especially when it comes to your business. You should take this experience as a precursor to what it is like running a company long-term. It is a daily cycle of making difficult decisions that can make or break your company.

While it is important to gather stats and make important decisions largely based on facts, ultimately, it is also important to listen to your intuition and avoid pursuing what doesn't feel right. So take a good look at your findings in the DAY 1 CHECKLIST. If it doesn't look good in terms of your ability to compete in that market etc. or feel right to you, try again.

A huge factor into why many businesses fail is because people give up. Do you really think you can stick to something if you aren't feeling absolutely fantastic about it when you're starting off? If you don't fully believe in it, how do you expect others to believe in it enough to purchase your product?

The passion you feel for your business and the optimism about its future success is what will fuel you to keep up the hustle when the going gets tough. Make sure the initial prospects look good on paper and feel good in your gut!

Blessings and success, 
The HBIC GUIDE