

Tips to start before you are ready and build a business you love

You don't need the whole plan—just the next step.

1. Do the Work — Don't Get Stuck There

Put time, work, and research into your idea or business—but don't overanalyze and let it paralyze you.

What preparation is actually needed right now?_____

What are you overthinking or waiting to feel "ready" about?_____

2. Name the Scary Steps

Momentum comes from action, not clarity.

First scary step I can take:_____

Next step after that:_____

3. Talk About It Out Loud

Say it before it's perfect.

My cheerleader (encourages me):_____

My voice of reason (honest and grounded):_____

Where will I start talking about this?_____

4. Name Your WHY

Your why keeps you going when it gets hard.

Personal why:_____

Business why:_____

5. Define Your Version of Success

Success looks different for everyone—decide what it means to you—Income / financial goals, Time freedom, Lifestyle/flexibility, Purpose / fulfillment, Other: _____

In one sentence, success for me looks like:_____

6. Celebrate Wins — Then Move the Needle

Celebration builds confidence. Progress keeps it growing.

A recent or upcoming win: _____

How I will celebrate it: _____

Next intentional step: _____

7. Put People First

Businesses grow best when people matter most.

Who am I serving? _____

How I will intentionally put people first: _____

8. The Scary Start & the Messy Middle

Growth happens here—these seasons are not wasted.

What feels messy or uncomfortable right now? _____

What might this season be teaching me? _____

9. Draw Your Line in the Sand

Clarity brings freedom.

When would I pause, pivot, or set this down? _____