

Start up program

1. Goal picture -headlines

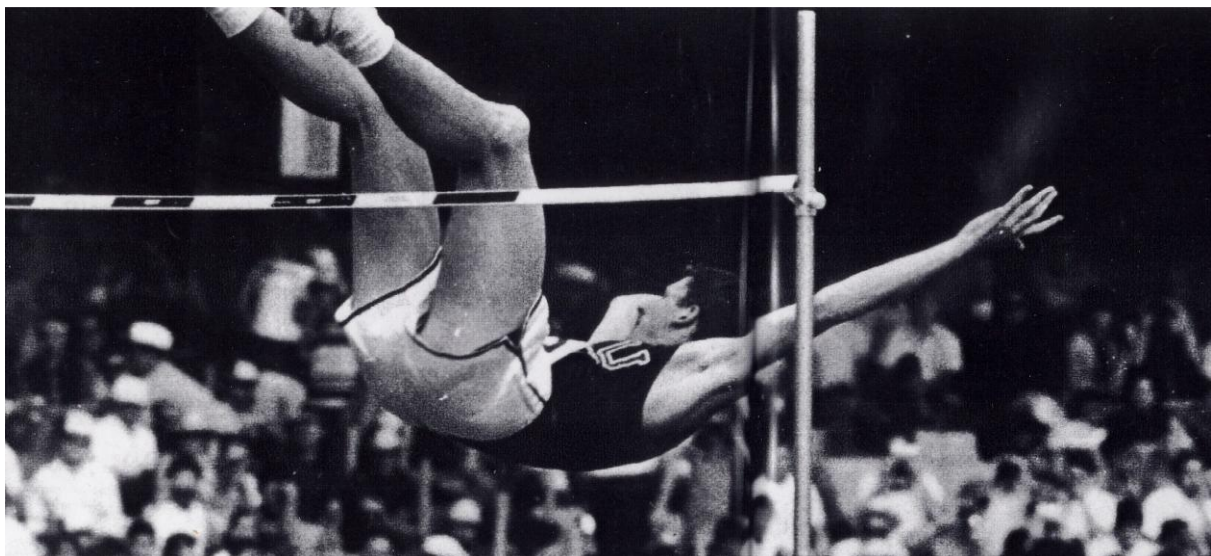
- The most important step – to describe Your destiny!
- A view of the future success
- Examples from sports (Fosbury) – inventors (Edison)
- To see what isn't but could be (Bernhard Shaw)
- The real goal picture: positive, emotional, exciting, funny, concrete, distinct

Now to Your Start-up idea: How will it look – let's say in two Years- when You celebrate that You have succeed?

A person is indeed very much depending on his/shes mental pictures:

- Self image – this is how I see myself
- World view– this is how I see the surrounding world
- Goal picture – this is where I'm going – my destiny

The bigger project You are about to start – the more important will it be to have a goal picture that gives direction and energy. We often use example from sports to show how it works. In sports people have to "lift themselves" to perform on top when it's most important. One very interesting athlete is the high jumper Fosbury. He had developed his own technique to jump with his breast against the ground.



This was a revolution – everybody knew this was not the right way to jump! But the was a true entrepreneur – he was challenging the existing true! And after some time every high jumper used the same technique.

In this Start up program we will use a lot of knowledgw developed in the field of sports.

Thomas Edison is another interesting example: When he was trying to create the electric bulb – the lamp – he was testing hundreds of different materials. The people around him asked how he could go on trying when obviously nothing was functioning. But Thomas said that he didn't see his test as failures but as success. Every material test gave him a clear answer: this material isn't good for lamps. Finally he discovered the material that works- tungsten.

In his head he had seen the lighting bulb during all his experiments – and now everybody else could see it!

And now it's up to You: How does your goal picture look? How does it look when You celebrate your success with your family and your friends? And how do You feel then?

Some advice for You when You write Your own goalpicture:

- How do You want to be seen of your customers/competitors?
- What image do You want for your new business?
- What are You most proud of about your business?
- What are your feelings when You celebrate your success?

To be effective as a mental empowerment resource your goalpicture must have these qualities:



This is my goal picture for my Start up project:

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This is your initial goalpicture. During the process in this program it will probably change a little and become more distinct.

A Start up process starts with a very important research phase when you inform yourself about the market you are going to enter. How does it look? Who are your competitors? What are their weaknesses and strengths? Which what will You compete? What's your advantages? It's very important that Your research is good – otherwise You can make very stupid decisions for your business.

What can happen if You don't have any goalpicture?

If You don't have any compass and don't know where You're going You can end up anywhere. This is a short story about this:

A small group of people was walking on a small road in a big forest. Suddenly they arrived to a small farm in an open field. And there was a small boy shooting arrows with a bow against the wall of a big barn. Every arrow was situated in the middle of a chalked circle. The group were impressed and said "You are a good shot young man!"

The boy answered: "well to be honest – I make the circles afterwards".

And that's what we all do: If we have no goals/targets we invent them afterwards and say: "This is exact where I was going!"

This Checklist might be to Your help:

Checklist Start up- How to get customers

How does our potential market look? And where is my chances best to make money?

-**target groups** (To whom am I selling?)

- **offer** (What value? What problem solved? What needs is satisfied?)

- **argument** (Why chose my offer? What is unique with my offer? Why order now?)

- **activity – how to get customers?** (Use existing networks?
Advertiseing? Phone selling? Meetings? Door knocking?
References? Customer vittnesses? Webpages? Social medias?)

- **partners in marketing?** (Supplier? Organisations? Authorities?
Community? Else?)

- **schedule – time planning** (Sequential planning: in what order? When?
How? By who?)

Make a plan for all marketing activities over time where all parts support each others for maximal effect!

Make a budget for all activities and get the whole picture for expected results.

Try to find the answers on all these questions! You can find them on the web, in different registers, by interviews etc. The more carefully You do this research the better and viser decisions will You make about your new business.

This is what I´ve found out about my market:

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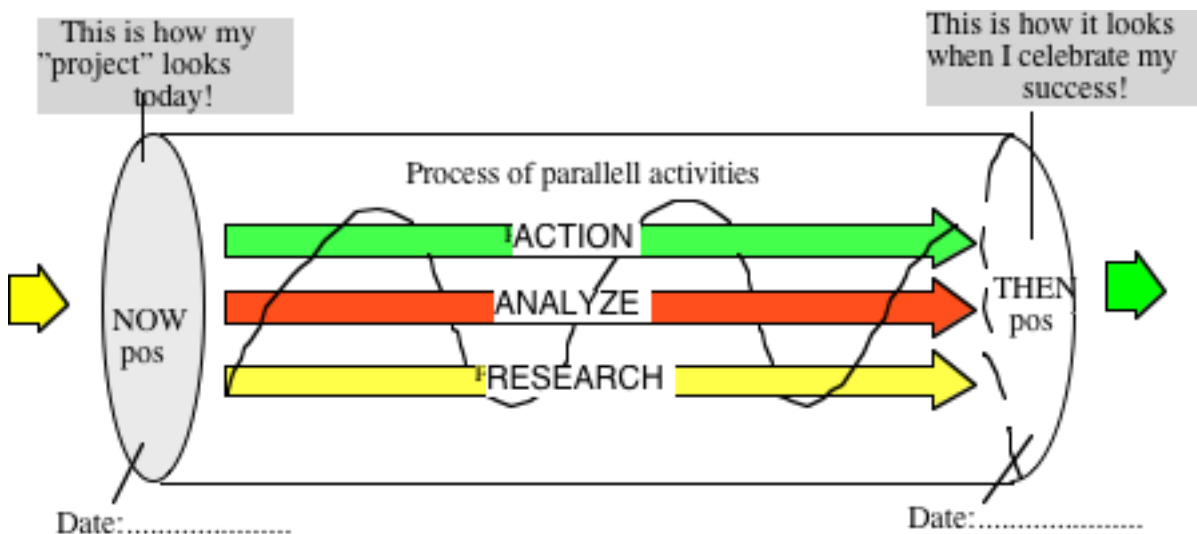
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Many things to do att the same time!

As a start up You have to deal with many things att the same time. You can not do one thing at the time – it’s to slow!

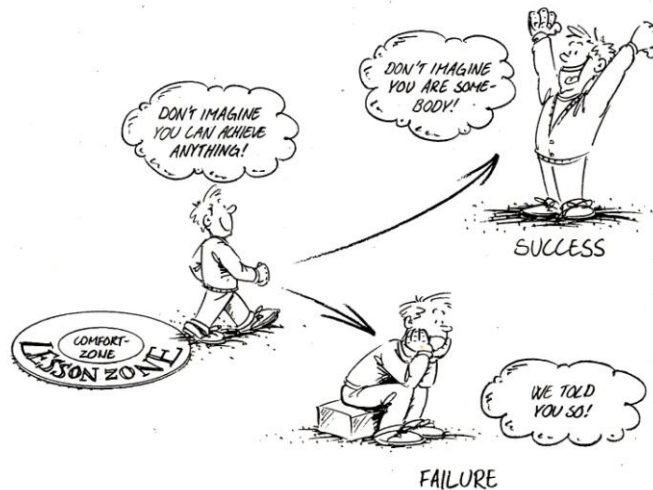
You got to do:

- research find the facts about the market
- analyze the facts you have found
- act right and fast – based on the analyze

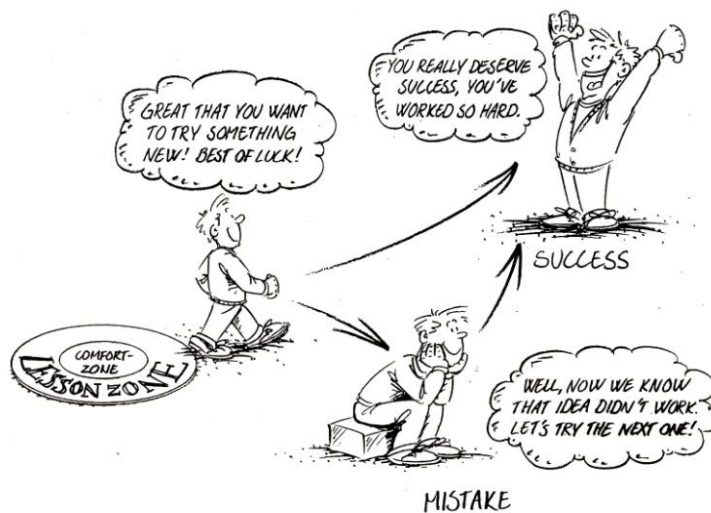


If You have someone to collaborate with – do that. This is a heavy part of the start up process. You got to empower yourself during this part – no one else will probably do so. In this early steps most people will be sceptical and You will probably here all about your mistakes that they can see. And this is why a inspirering goal picture is so important. If that picture of Your future business makes You happy You can take a lot of scepticism from Your surroundings.

The Jante culture - see below !



The Jante culture don't inspire to entrepreneurship!



The development culture – inspire to action- no mistakes – just learning!

And again: To have a good goal picture is a very good insurance to keep up the speed and energy in the start up procedure!

It is like having a good compass on a journey in the wilderness!

Good luck with Your Goal picture!