



In

- 2 months
- 6 months
- 12 months

I will...

Name _____
 Company _____

Sales	Marketing	Finances	Operations & Management	Other
Understand my ideal customer	Have a consistent presence on social media	Understand how to use financial tools to better operate my business (P&L statement, breakeven no.)	Have processes for human resources (job descriptions, paperwork, employee procedures manual)	
Have a plan to acquire more customers	Create or improve my company's website	Review my pricing structure	Have a plan to retain my employees	
Institute a Customer Relationship Management (CRM) System	Appear in local media	Solve a current financial problem my business is experiencing	Set standards to improve customer service	
Find opportunities for subcontracting	Create or improve my company's B2B marketing material	Obtain money from a lender for my business	Create operational processes	
Become certified as a M/W/DBE		Invest more of my own money to grow my business		