# READ THIS FIRST

How to use Business Planner from the first page to launch.

**DO THIS BEFORE YOU READ ANYTHING ELSE**

**Open 00_START_HERE -> PRINT_ROADMAP.pdf. Print it.**

Keep that page beside you every time you work on your business. Write on it by hand. It is your map, your checkpoint list and your protection against getting lost.

## YOUR FIRST 10 MINUTES

**1.** Print the roadmap.
**2.** Write what you know today: Business/Project, Destination, Customer, Problem/Result, Product and Offer. If you do not know an answer yet, leave it blank. The Planner will help you fill it.
**3.** Write **01 RESET** under MY CURRENT CHECKPOINT.
**4.** Write the first task you are doing under WHAT I AM WORKING ON NOW.
**5.** Start with folder 01_THE_RESET and move in numerical order.

**THE ONE RULE**

Do not ask, **What else could I build?** Ask, **What does my CURRENT CHECKPOINT require me to finish?**

This Planner is designed to be used, written on and completed - not simply read. Your goal is to move the checkmarks down the roadmap until a real customer can discover, understand, buy/contact you and receive what you promised.

# FOLLOW THE NUMBERS

The main folders are already arranged in the order you need. Do not jump ahead because a later folder looks more exciting.

| FOLDER | WHAT YOU DO THERE |
|---|---|
| **00_START_HERE** | Print the roadmap. Read the instructions. Understand how the system works. |
| **01_THE_RESET** | Clear the noise. Choose one business to work on now. |
| **02_THE_DESTINATION** | Define who you want to help, the problem/result and where this business is going. |
| **03_THE_ROADMAP** | Decide NOW / NEXT / LATER and set the next milestone. |
| **04_THE_BUILD** | Choose and finish the smallest complete V1 product and basic offer. |
| **05_THE_LAUNCH** | Build the sales path: offer -> sales page/listing -> checkout/contact -> delivery -> test -> attention -> launch. |
| **06_THE_REPS** | Repeat SELL -> CREATE -> IMPROVE instead of constantly restarting. |
| **07_THE_SCOREBOARD** | Record evidence, review what happened and decide what belongs in V1.1. |
| **08_KNOWLEDGE_LIBRARY** | Reference material and knowledge checks. Use when needed; it is not a new checkpoint. |
| **09_TEMPLATES_WORKSHEETS** | Tools to help you complete the work. Use the template called for by your current checkpoint. |
| **10_FULL_SYSTEM_UPGRADE** | Optional deeper implementation support. It is not required to follow the core Planner. |

**IMPORTANT**

Folders **01 through 07** are the journey. Folders **08 through 10** support the journey. Your printed roadmap tells you where you are.

# READ -> WRITE -> DO -> CHECK

Use the same method every time you enter a new checkpoint.

### 1 - READ

Open the checkpoint folder. Read the main lesson first. Then read the principle/addition and the YOU ARE HERE checkpoint page. Do not try to memorize everything.

### 2 - WRITE

Answer the questions and worksheets in your own words. Pen and paper is encouraged. Your answers are decisions, not schoolwork. Short, clear answers are enough.

### 3 - DO

Complete the actual task outside the PDF: choose the business, define the customer, build the V1, create the offer, set up the sales path, make the launch ask, etc.

### 4 - CHECK

Return to the YOU ARE HERE page. Read the Definition of Done. Check the item only when the required result exists. Then update your printed roadmap and write the next checkpoint.

If something is unclear, do not automatically restart the business or redesign the whole plan. Identify the exact missing decision, solve that one problem, record it and continue.

# GOOD IDEAS CAN STILL DISTRACT YOU

One of the most important skills in Business Planner is learning to notice a new opportunity without allowing it to take control of today's work.

**THE LADY IN RED**

A new product. A better feature. A new business. A new platform. A new AI tool. A new strategy. It may be genuinely valuable. You do **not** ignore it - and you do **not** chase it.

## When it appears, use this filter:

**Does this need to happen to complete my CURRENT CHECKPOINT?**

**YES - CURRENT WORK.** Do it because the checkpoint cannot be completed without it.

**NO - IT IMPROVES THE CURRENT V1.** Write it under **V1.1 IMPROVEMENTS**. Review it after launch and evidence.

**NO - IT EXPANDS THIS BUSINESS.** Write it under **BUSINESS EXPANSION**: future product, upsell, app, feature, partnership, new channel, etc.

**NO - IT IS ANOTHER BUSINESS.** Write it under **OTHER BUSINESS IDEAS**. Save it without starting it.

**SEE IT -> CAPTURE IT -> CLASSIFY IT -> RETURN**

The skill is not having fewer ideas. The skill is returning to the roadmap after the idea appears.

Use the PARKING LOT area on your printed roadmap for the idea immediately. If the note grows, keep a simple page, notebook or folder for **V1.1 Improvements**, **Business Expansion** and **Other Business Ideas**. These are storage areas, not new projects.

# EVERY TIME YOU WORK ON THE BUSINESS

**START:** Put the printed roadmap in front of you. Read CURRENT CHECKPOINT and WHAT I AM WORKING ON NOW.

**WORK:** Open only the folder/files needed for that checkpoint. Complete one useful task before looking for more information.

**DISTRACTION:** If a Lady in Red appears, write it down, classify it and return.

**FINISH:** Before stopping, update the roadmap. Check completed work. Write the exact next task so tomorrow starts without confusion.

**BEFORE YOU CHECK A BOX**

Ask: **Can I point to something real that proves this checkpoint is done?**

A decision written down. A finished V1. A working checkout. A tested delivery. A published offer. A launch action. Evidence.

## DO NOT PERFECT BEFORE EVIDENCE

When the V1 is complete enough to deliver what you promised, stop improving it. Move improvements to V1.1 and continue to Launch. Real customer questions and behavior are more useful than endless private polishing.

**YOUR TARGET**

**RESET -> DESTINATION -> ROADMAP -> BUILD -> LAUNCH -> REPS -> SCOREBOARD.**

The Planner succeeds when you keep moving through the route - not when the PDFs look perfectly completed.

# GET TO A REAL V1 - THEN GET IT TO MARKET

Your first major milestone is not a perfect company. It is a focused business with a small complete product/offer and a clear route to a customer.

**BY THE END OF BUILD**

You should be able to state:

**I am building [BUSINESS] for [CUSTOMER]. I help with [PROBLEM/RESULT]. My first product/offer is [PRODUCT]. It is complete enough to deliver.**

**THEN STOP BUILDING AND ENTER LAUNCH**

**Offer -> Sales Page / Listing -> Checkout or Contact -> Delivery -> Test -> Attention -> Launch.**

If you discover a non-critical improvement while doing this, it goes to V1.1. Do not send yourself back to Build.

## WHAT SUCCESS LOOKS LIKE

You know where you are. You know what you are working on. You know what 'done' means. You can safely store new ideas without abandoning the current route. And when the product is ready, you move toward customers instead of continuing to polish in private.

**KEEP THIS SIMPLE**

Roadmap visible. One checkpoint. One next task. Finish it. Mark it. Move.