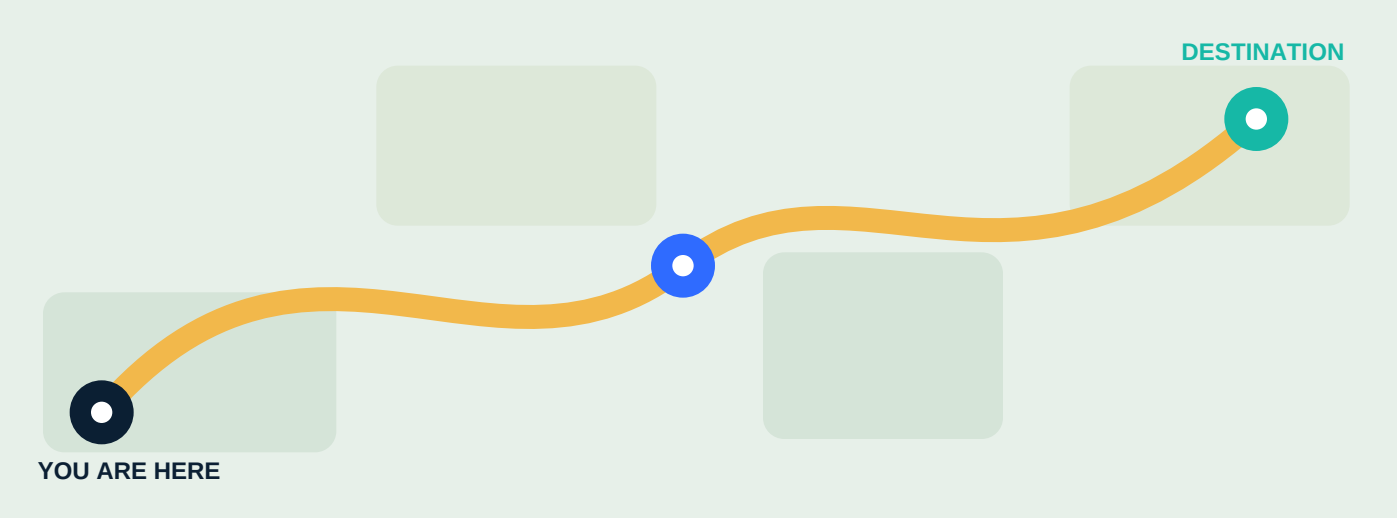
THE ROADMAP

The destination tells me where I am going. The roadmap tells me what to do next.



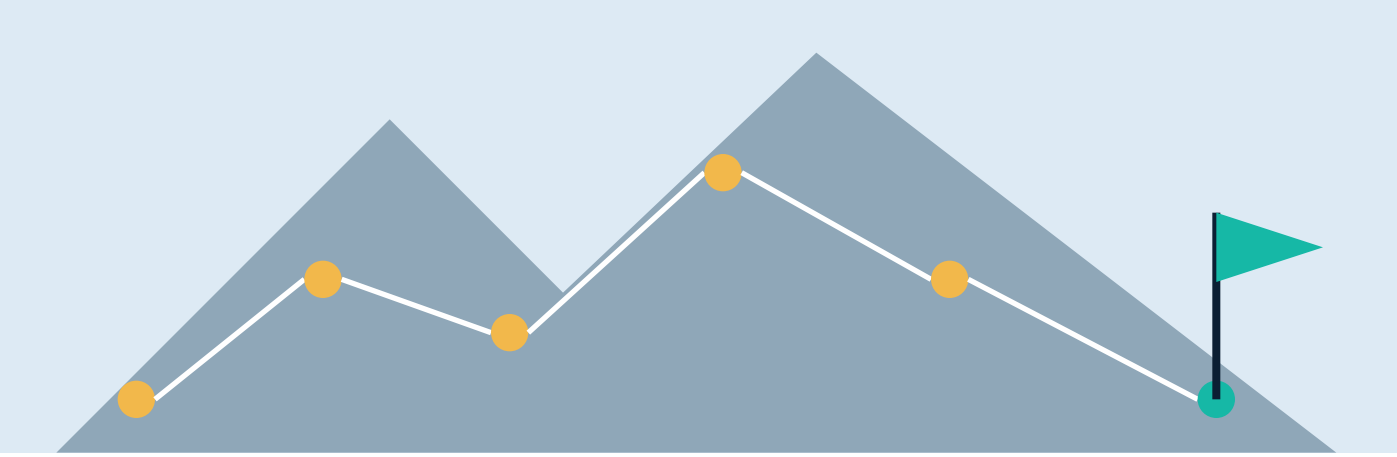
I used to confuse having a goal with having a plan. A goal can excite me. A roadmap keeps me moving after the excitement disappears.

I do not need to see every turn for the next ten years. I need enough of the route to know what I am doing now, what comes next and what can wait.

THE ROADMAP REMOVES ONE OF THE MOST EXPENSIVE QUESTIONS IN BUSINESS: WHAT SHOULD I DO NEXT?

TURN THE TRIP INTO MILESTONES

A huge destination becomes manageable when I can see the checkpoints.



For V1, I want checkpoints that prove movement. Not vanity. Not busywork. Each milestone should create something real that the next milestone can use.

1. **DESTINATION**
   Know who I help and what result I am building toward.

2. **ROADMAP**
   Put the work in sequence and define what done means.

3. **BUILD**
   Create the smallest useful version.

4. **LAUNCH**
   Put it where a real person can see and buy it.

5. **REPS**
   Sell, create and improve consistently.

6. **SCOREBOARD**
   Use reality to decide what changes in V1.1.

I DO NOT CLIMB THE WHOLE MOUNTAIN TODAY. I REACH THE NEXT MARKER.

NOW. NEXT. LATER.

The roadmap protects today from everything that also matters.

NOW

The one milestone I am actively completing.

NEXT

The milestone waiting directly behind it.

LATER

Useful work that is real - but not current.

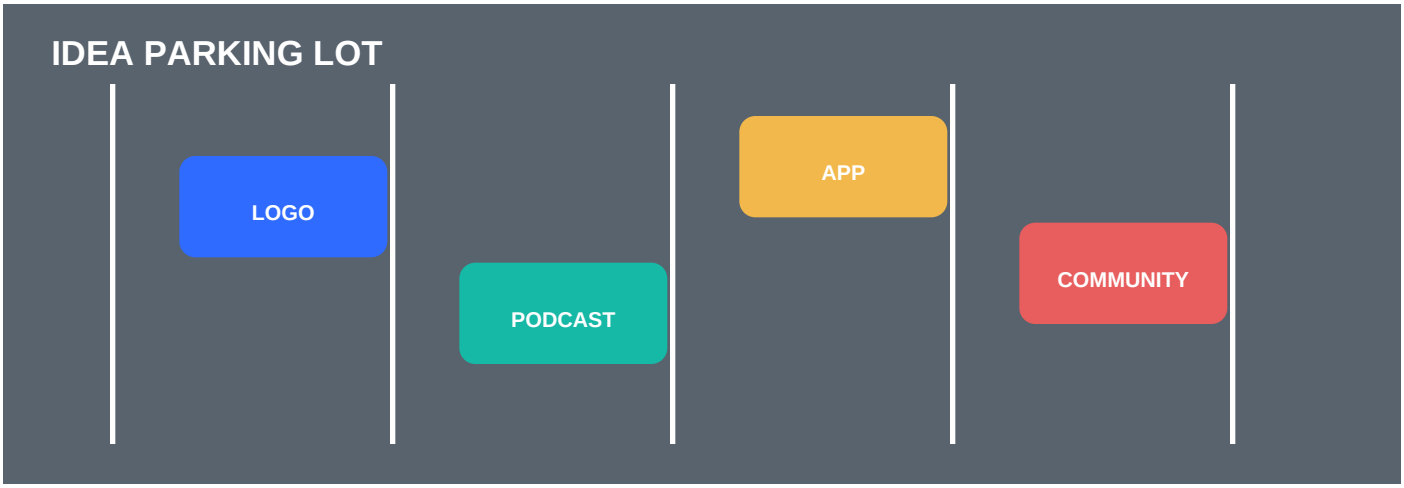
Before this rule, I could work on something important and still be working on the wrong thing. A logo may matter. Email may matter. A community may matter. But importance does not make everything NOW.

IF EVERYTHING IS A PRIORITY, I HAVE NOT MADE A DECISION.

My roadmap gives every useful idea a place without giving every useful idea permission to interrupt me.

THE PARKING LOT

A good idea at the wrong time is still a distraction.



I do not kill every new idea. I stop letting it grab the steering wheel.

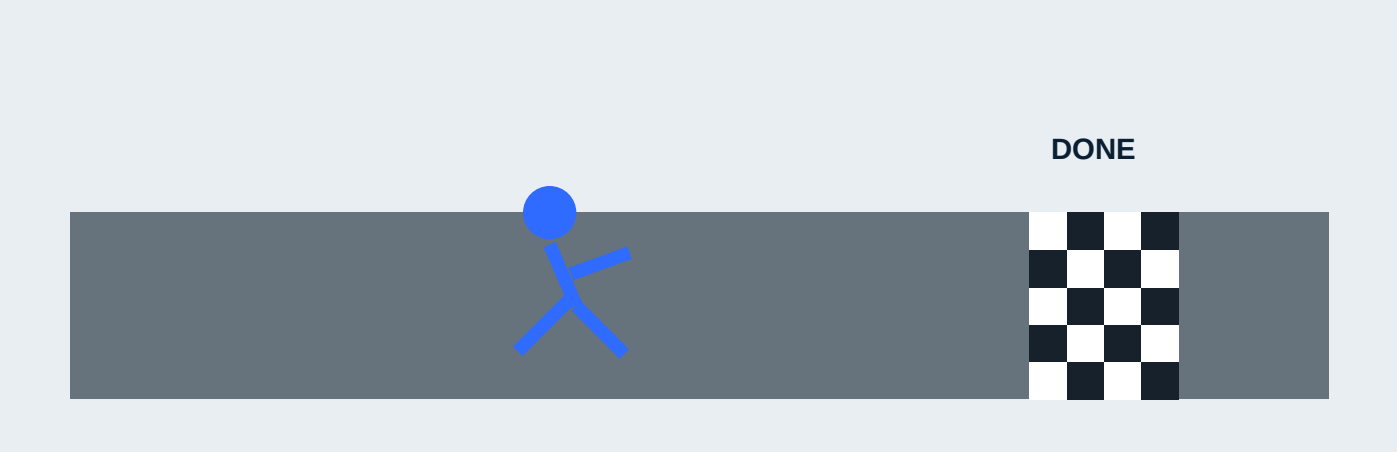
When something interesting appears, I write it down and keep moving. I review parked ideas when the roadmap reaches a checkpoint - not whenever excitement spikes.

DOES THIS HELP ME REACH MY CURRENT MILESTONE? YES -> NOW. NO -> PARK IT AND KEEP MOVING.

This lets me keep creativity without paying for it with unfinished work.

DEFINE DONE BEFORE I START

Without a finish line, I can improve something forever.



Before I begin a milestone, I write the conditions that make it complete. That prevents perfectionism from quietly moving the finish line.

BAD "Work on sales page."

BETTER "Sales page has headline, problem, result, offer, price, checkout button and has been tested on phone."

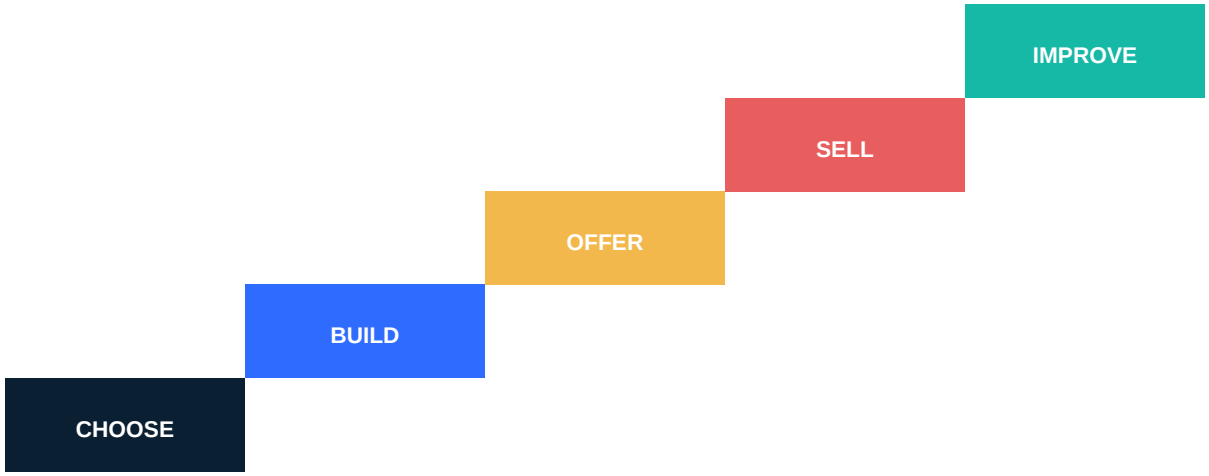
BAD "Make product better."

BETTER "Fix the three issues reported by customers, export V1.1 and test delivery."

DONE IS A DECISION I MAKE BEFORE PERFECTIONISM GETS A VOTE.

LEARN THE SKILL I NEED NOW

I do not need to become an expert in everything before I launch.



Another trap is learning skills out of sequence. I can spend a week studying paid ads before I have an offer. I can learn automation before I have a customer. I can build software before I know what people need.

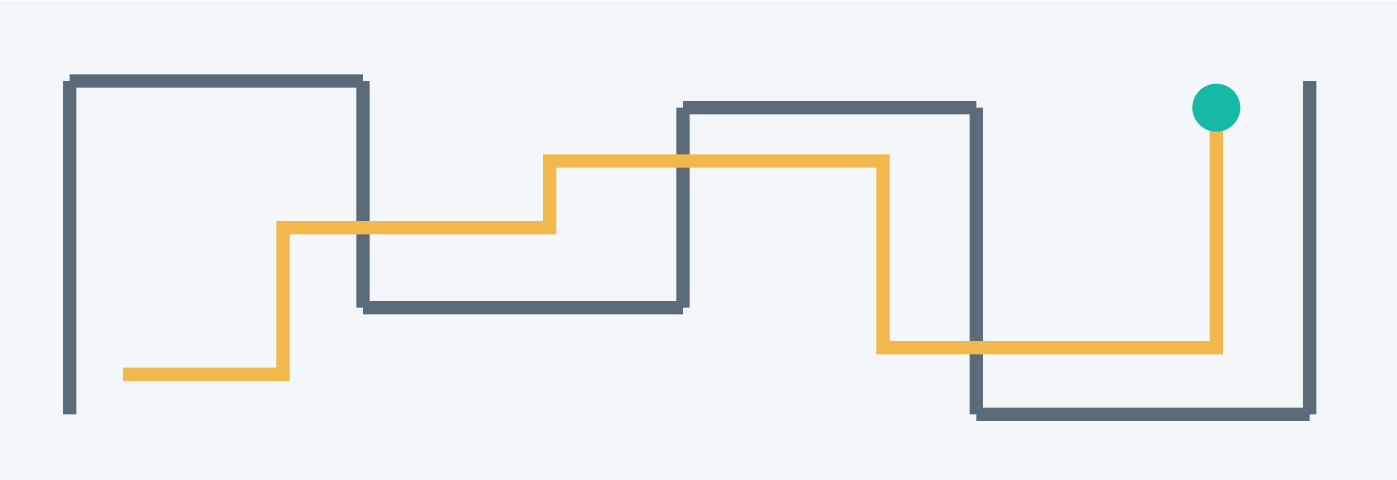
The roadmap tells me which skill unlocks the current milestone. I learn enough to complete that step, then continue.

THE QUESTION IS NOT: WHAT SHOULD I LEARN? THE QUESTION IS: WHAT SKILL DOES MY NEXT MILESTONE REQUIRE?

This turns education into fuel for movement instead of another place to hide.

STOP REDISCOVERING THE ROAD

Information is useful when it answers the next question - not when it creates fifty new ones.



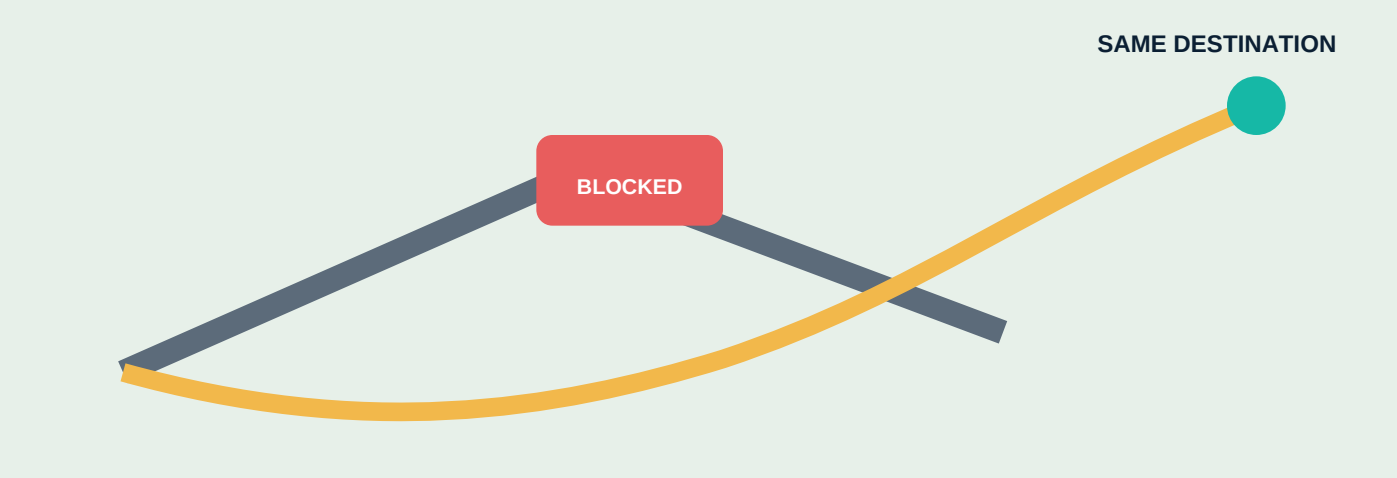
A mentor, blueprint, proven process or good reference can shorten the search. It does not replace judgment and it does not guarantee the result. It gives me a route worth testing instead of forcing me to rediscover every turn alone.

I still verify what happens in my market. I still drive. But I stop confusing endless research with progress.

USE INFORMATION TO ANSWER THE NEXT QUESTION. THEN CLOSE THE TAB AND DO THE WORK.

ADJUST THE ROUTE - NOT THE DESTINATION

New evidence can change the path without sending me back to zero.



A sales page may not convert. A platform may change. Customers may ask for something different. A price may be wrong. That is data.

My old pattern could turn one blocked road into a completely new business. The roadmap gives me a calmer response: diagnose the obstacle, change the route and keep the destination unless the evidence says the destination itself is wrong.

A DETOUR IS NOT A FAILURE. A DETOUR IS INFORMATION ABOUT THE ROUTE.

MY V1 ROADMAP CARD

I should be able to look at one page and know exactly where I am.

DESTINATION	What am I trying to complete?
CURRENT MILESTONE	What am I finishing now?
DEFINITION OF DONE	What must be true before I move on?
NEXT	What comes immediately after?
LATER / PARKING LOT	What am I deliberately not doing yet?
SKILL REQUIRED NOW	What do I need to learn to complete this milestone?

IF I CAN ANSWER THESE SIX LINES, I DO NOT NEED TO WAKE UP TOMORROW AND INVENT MY BUSINESS AGAIN.

NEXT: 04 - THE BUILD

The route is set. Now I build the smallest useful version that can reach the market.