

THE FOUNDATION

00 - START HERE | Circle one answer before checking the key.

1. What is the main purpose of Business Planner?

- A. Collect as many business ideas as possible
- B. Build one business through a clear sequence
- C. Master every skill before launching

2. What is the core V1 focus?

- A. One product, one offer, one lane
- B. Multiple products and multiple audiences
- C. Build a large team first

3. When should learning happen?

- A. Before any action begins
- B. Only when the current step requires it
- C. Continuously, even if execution stops

4. What matters most while using the system?

- A. Reading every page quickly
- B. Taking the next required action
- C. Making the plan look impressive

ANSWER KEY

1. B 2. A 3. B 4. B

If an answer surprised you, review that module before moving on.

THE RESET

01 - THE RESET | Circle one answer before checking the key.

1. What was the deeper problem behind repeatedly jumping projects?

- A. Not enough opportunities existed
- B. The pieces lacked order, focus and sustained execution
- C. Every business model was broken

2. What does the puzzle analogy teach?

- A. More pieces always solve the problem
- B. The pieces become useful when placed in the right order
- C. Beginners should avoid learning

3. What should happen after the destination is written?

- A. Repeat and reinforce it through action
- B. Replace it when a new idea appears
- C. Keep it private and wait for motivation

4. What does the GPS analogy require from the user?

- A. The GPS drives automatically
- B. The user still has to steer and keep moving
- C. The destination should change often

ANSWER KEY

1. B 2. B 3. A 4. B

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THE DESTINATION

02 - THE DESTINATION | Circle one answer before checking the key.

1. A strong lane sits where which three things overlap?

- A. What I know, what people want, what they will pay for
- B. What is trendy, easy and viral
- C. What competitors do, what AI suggests and what is cheap

2. Where should a useful business destination begin?

- A. With a logo
- B. With a person and a real problem or desired result
- C. With a large social following

3. Is a product the same thing as an offer?

- A. Yes
- B. No - the offer explains the exchange and why to act
- C. Only for service businesses

4. What should the destination sentence clarify?

- A. Who I help, the problem/result and what I provide
- B. Every future feature
- C. My five-year hiring plan

ANSWER KEY

1. A 2. B 3. B 4. A

If an answer surprised you, review that module before moving on.

THE ROADMAP

03 - THE ROADMAP | Circle one answer before checking the key.

1. What is the purpose of Now / Next / Later?

- A. Make every idea urgent
- B. Protect the current milestone while preserving later ideas
- C. Eliminate future planning

2. What belongs in the Parking Lot?

- A. Good ideas that do not help the current milestone
- B. Current required actions
- C. Completed tasks

3. What does Definition of Done prevent?

- A. Selling
- B. Endless building and moving finish lines
- C. Customer feedback

4. When should the route change?

- A. Whenever a new opportunity appears
- B. When evidence shows an adjustment is needed
- C. Every week

ANSWER KEY

1. B 2. A 3. B 4. B

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THE BUILD

04 - THE BUILD | Circle one answer before checking the key.

1. What is V1?

- A. The smallest incomplete sample
- B. The smallest complete version that delivers the promised result
- C. The final version of the company

2. What should be built first?

- A. The bridge across the customer's current gap
- B. Every future feature
- C. A complex automation system

3. What must exist before the build is considered ready?

- A. Product, clear offer, working delivery and a way to buy
- B. A large audience
- C. A mobile app

4. What should happen to a nice feature that is not needed now?

- A. Add it immediately
- B. Save it for later and finish V1
- C. Stop the launch

ANSWER KEY

1. B 2. A 3. A 4. B

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THE LAUNCH

05 - THE LAUNCH | Circle one answer before checking the key.

1. What does launch actually mean?

- A. The product leaves the workshop and meets real people
- B. The product is completely perfect
- C. The business is finished

2. What is the simplest useful sales path?

- A. Attention -> offer -> one buying path -> delivery
- B. Ten funnels -> webinar -> sales team
- C. Content with no invitation

3. Before opening the door, what should be tested?

- A. The full customer path from click to payment to delivery
- B. Only the logo
- C. Only the social profile

4. How should the first launch be interpreted?

- A. As a final verdict
- B. As first contact that creates evidence
- C. As proof that no changes will be needed

ANSWER KEY

1. A 2. A 3. A 4. B

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THE REPS

06 - THE REPS | Circle one answer before checking the key.

1. What is the full-time 4-4-4 rhythm?

- A. 4 hours Sell + 4 hours Create + 4 hours Improve
- B. 4 posts + 4 emails + 4 videos
- C. Any three tasks chosen each day

2. If only two hours are available, what is the principle?

- A. Abandon one business function
- B. Change the unit while preserving Sell, Create and Improve
- C. Work only on the product

3. What is the 12-0-0 Builder Trap?

- A. Too much customer contact
- B. Spending all the work on building while selling and improving get zero
- C. A pricing strategy

4. What should justify an improvement?

- A. Boredom
- B. Repeated evidence, friction, questions or customer signals
- C. A random new idea

ANSWER KEY

1. A 2. B 3. B 4. B

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THE SCOREBOARD

07 - THE SCOREBOARD | Circle one answer before checking the key.

1. Why measure process and outcomes separately?

- A. To distinguish what I control from how the market responds
- B. To make the spreadsheet larger
- C. Revenue should never be measured

2. Should every business track identical metrics?

- A. Yes
- B. No - metrics should match the vehicle and customer path
- C. Only online businesses need metrics

3. What can repeated questions become?

- A. Noise that should always be ignored
- B. Signals that point toward useful improvements
- C. Proof the customer is wrong

4. What should lead from V1 to V1.1?

- A. Evidence from reps, customers and results
- B. A desire to rename everything
- C. A competitor's newest feature

ANSWER KEY

1. A 2. B 3. B 4. A

If an answer surprised you, review that module before moving on.