

ForImpact

SOCIAL ENTREPRENEUR'S

MASTER CHECKLIST

Frank Sullivan, author of ***CRITICAL PATH TO SALES SUCCESS*** and one of Tom's earliest mentors, used the analogy of the airline pilot **always** going through their CHECKLIST before every flight (including walking around the plane!)

And, as every coach knows, SUCCESS is always a result of EXECUTING on the FUNDAMENTALS.

This is a MASTER CHECKLIST for ***SOCIAL ENTREPRENEURS***: People who are **Changing the World**... with creative, innovative and rule-breaking SOLUTIONS to big PROBLEMS!

It's based on our experiences as entrepreneurs (22 businesses) and as coaches to hundreds of Social Entrepreneurs.

Before you review the following CHECKLIST, you need to understand and believe in the highest level of our For Impact thinking:

IMPACT DRIVES INCOME.

(NOT THE OTHER WAY AROUND.)

As a committed, passionate Social Entrepreneur, you need to enthusiastically embrace the idea that everything is about your **IMPACT**. INCOME will follow.

No entrepreneur worth his or her proverbial 'salt' ever went into 'business' to **'make money'!!!** They went in to make a huge **IMPACT**... to CHANGE THE WORLD... to MAKE A DENT IN THE UNIVERSE!

The bigger the **IMPACT** (VISION. IDEA. SOLUTION.)... the bigger the resulting **INCOME** (SALES. REVENUE. PROFIT.)

Use **IMPACT** → **INCOME** as your guiding principle or controlling insight that changes everything.

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- 1. Answer** Entrepreneur's 3 BIG QUESTIONS.
(‘WHY’ in Bz? ‘WHAT’ Bz in? ‘HOW’ make money?)
- 2. Embrace** the ENTREPRENEUR'S MANTRA.
(THINK BIG. BUILD SIMPLE. ACT NOW.)
- 3. Embrace** the ENTREPRENEUR'S MODEL.
(Market/Idea/Team: Problem/Solution/Execution.)
- 4. Simplify** the MESSAGE.
(Your VISION. Your PURPOSE. On a NAPKIN.)
- 5. Create** POWERFUL STORIES.
(YOUR Story. The MARKET Story. The SOLUTION Story.)
- 6. Develop** your BUSINESS MODEL.
(Not a ‘Business Plan’. Visual & Visceral.)
- 7. Do** the MATH.
(Revenue/Expenses. Use of Funds. Scale & Grow Numbers.)
- 8. Create** an ENGAGEMENT TOOL.
(Not a PowerPoint Presentation.)
- 9. Define** the IDEAL PROFILE.
(Angels. Champions. Partners.)
- 10. JUST ASK!!!**
(Just Ask. Just Ask. Just Ask.)