

Your £1m Roadmap – 20 Point Checklist

Congratulations on completing “Remarkable Business Growth” – Now put it to work.

	Important - Do 1 thing per day over the next 20 days
1	Self-Diagnostic – Where are you now in each part of STEPS?
2	Goals – Write down specific revenue goals for yourself for the next 12 months.
3	Gaps Analysis – What gaps in knowledge, skills or resources do you need to fill?
4	Opportunities – List your main opportunities and quick wins for growth.
5	Challenges – What are your main challenges to growth – be honest?
6	Timescales – Set yourself specific timescales and milestones to hit.
7	Strategy First – Start with your plan and strategy, map out each of the 12 parts.
8	Plan Strategy Launch Day – To align your entire business around the growth strategy.
9	Annual Strategy Review – revise and optimise your strategy annually over a weekend.
10	Nurture A Growth Culture – Map out how to create a growth culture in your business
11	Identify Your Purpose – Find a purpose that drives you and the business.
12	Complete Your Sales Plan – Complete a detailed sales plan around your revenue goals
13	Map Out Your Marketing Plan – Make your marketing remarkable.
14	Process Out All Low Value Tasks – So you can focus your time on high-value tasks.
15	Employ a Virtual Assistant – Employ an assistant to do all your low value tasks.
16	Hire A Sales Person – Your first hire has to be in sales and business development.
17	Hire A Marketer – This can either be an internal person or external agency.
18	Give Your Team The Tools They Need To Succeed – Set up your technology to win.
19	Focus on Remarkable Delivery – Innovate your core product, service or solution.
20	Measure Everything – Set up your metrics, analytics and reporting dashboards.

Need any help with this activity? [Email me on richard@goberemarkable.com](mailto:richard@goberemarkable.com)