

STEP 6 - Decision and Commitment

This section is your **Statement of Intent**

At this stage you have no need to be specific about the name of the business, exactly what it provides or exactly who the target market clients or customers are.

All you need to do here is to declare - *for yourself and to yourself* - your firm intention to create (or re-create) a business of a specific type in a specific sector as chosen in Step 4.

This is your key goal - as you progress through the programme you will be provided with or directed to all the tools and services you need to achieve this goal.

Now - for **your** benefit - complete and sign the statements on the next page.

To do this you will need to decide now on your targets for the

- Launch date of the Business - when It starts trading and generating income
- The amount of time each week you will spend on developing your business
- The amount of money you will invest up front in getting your business ready for take-off

(This includes any money spent on training, equipment, initial marketing and so on)

When you've completed and signed the two statements, scan the page and make a copy which you should then laminate and display prominently so that you and anyone else who may be involved or affected by this intention and commitment can see it on a regular basis.

Finally, when you've done that you can move on to Part 2 – Creating Your Business, where you'll make a start on putting it all together.

The activities you'll undertake in the rest of the programme are presented in a specific order. Please don't be tempted to jump ahead to activities that might hold 'more interest' for you.

There are some things that need to be done first, because decisions about other activities are dependent on them.

It's very easy to take the wrong path by doing things in the 'wrong' order - this is why most businesses fail before they ever get off the ground.

STATEMENT OF INTENT

I _____ hereby state my firm intention to create my own Personal Business.

This will be a _____ business in the _____ sector.

Signature _____ Date _____

MY COMMITMENT

I COMMIT to whatever it takes in terms of time, effort, energy, money and emotion to be able to launch this business no later than _____

During the time from now until then I COMMIT

To spend no less than _____ hours per week on average in developing my business

To give my business appropriate priority in terms of my energy, effort and emotion

To acquire the necessary skills and knowledge that I need to operate my business

To invest a minimum of £_____ in developing my business

To completing this programme and following the appropriate and relevant advice and guidance that it provides.

I recognise that should I choose not to follow the advice and guidance I receive the results I obtain from my endeavours may not be entirely to my satisfaction.

Signature _____ Date _____