

# 9 CHALLENGES TO OVERCOME

WHEN STARTING YOUR OWN BUSINESS

## BUSINESS CHECKLIST

- Belief
- Hire the Right People
- Get Your Story Straight
- Sufficient Capital to Grow
- A Scalable Sales Process
- Understanding the Time Requirements
- The Discipline to Go Out There and Execute Your Plan
- Making Decisions Based on Data, Not Emotions
- A Culture of "Always Testing"