



## THE 10/10/10 BUSINESS PLAN

### Step 3: How Should We Capitalize On Our Strengths and Improve Our Weaknesses?

A. What should we do to PRESERVE our strengths, and CAPITALIZE on them?

Describe your objective <i>Ex. Use new tech to offer free, online advice to the world's business owners.</i>	Potential Improvement	Money/Effort Required	Time Required	Certainty of Achieving	Consistent w/ Aspiration?	Responsible Person
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	



B. What must we do to IMPROVE things we do poorly?

<b>Describe your objective</b> <i>Ex. Find more effective marketing channels and partners.</i>	Hurt Level if Unsuccessful	Money/Effort Required	Time Required	Certainty of Achieving	Consistent w/ Aspiration?	Responsible Person
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	