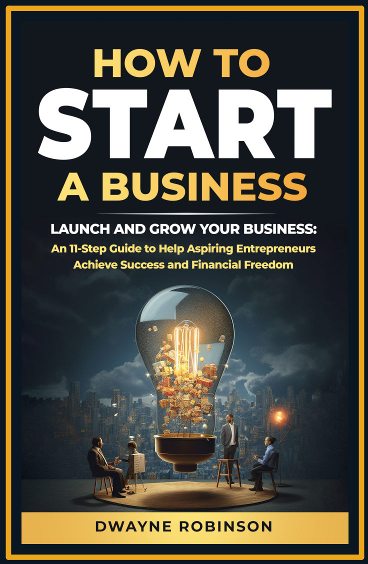
FREE QUICK-START GUIDE

The Entrepreneur's Launch Toolkit

Go from Idea to Registered Business in Under 60 Minutes



4 ready-to-use tools and 1 worksheet, drawn from the 11-step system in *How to Start a Business*.

DWAYNE ROBINSON
Author, *How to Start a Business* | TIA Publishing, LLC

START HERE

Most businesses fail before they truly begin. Yours does not have to.

Every year, the entrepreneurial spirit ignites the creation of over **four million new businesses** across the United States. Yet roughly **50% of startups dissolve within their first two years**, often due to misguided motivations, inadequate experience, or insufficient capital.

The difference between the businesses that survive and the ones that fade is rarely talent or luck. It is preparation. This toolkit gives you the first, most important moves, the same ones that open the full 11-step system in *How to Start a Business*.

> *"Owning a business that is not profitable is essentially owning a job."*

What is inside this toolkit

1. **The 60-Second Mindset Audit**
   Are you thinking like an owner yet?
2. **The Idea Viability Scorecard**
   Pressure-test your idea in 6 questions.
3. **The Quick-Start LLC Checklist**
   5 steps to a legally registered business.
4. **The Plug-and-Play Elevator Pitch**
   A pitch you can use today.
5. **Your Next 7 Steps**
   The road from launch to growth.

TOOL 1

The 60-Second Mindset Audit

Before tactics comes mindset. The single biggest shift an entrepreneur makes is moving from **exchanging time for money** to **creating and selling value that scales**. Read each row and check the column that honestly describes you today.

Trait	Employee Mindset	Entrepreneur Mindset	You
Risk	Avoids risk; values stability	Accepts calculated risk	■
Decisions	Follows direction	Owns the decision	■
Thinking	Executes the plan	Creates the plan	■
Accountability	Responsible for tasks	Responsible for outcomes	■
Time	Trades hours for pay	Builds systems that scale	■
Reward	Fixed salary	Unlimited upside (and downside)	■

Your takeaway

If you checked mostly the right column, you are ready to build. If not, that is your first growth area. Remember the reframe at the heart of the book: once you launch, **your customers become your new bosses**. You are not escaping accountability, you are choosing who you answer to.

TOOL 2

The Idea Viability Scorecard

Data trumps hunches. Score your idea on each of the six criteria from 1 (weak) to 5 (strong). Total of 24+ signals a strong idea worth pursuing; below 18, refine before you invest.

Criteria	Ask yourself	1-5
Market Size	Can I realistically capture 1%-5% of this market?	____
Market Demand	What real pain point does this solve?	____
Competition	What gap do rivals leave open for me?	____
Target Audience	Do I clearly know who buys and why?	____
Financial Feasibility	Do projected revenues beat startup costs?	____
Pilot / MVP	Can I test a scaled-down version cheaply first?	____
	TOTAL SCORE (out of 30)	____

Pro tip

A low score is not a stop sign, it is a map. Each weak number tells you exactly where to do more research before you spend a dollar.

TOOL 3

The Quick-Start LLC Checklist

Forming a Limited Liability Company is the most common way new owners protect personal assets and look credible to customers and banks. Here are the five steps, in order.

1 ■ **Choose and register your business name**
Confirm the name is available in your state's business database and not trademarked. Reserve it if your state allows.

2 ■ **Appoint a registered agent**
This is the person or service that legally receives official documents on behalf of your business. It can be you, or a paid service.

3 ■ **File your Articles of Organization**
This is the form that officially creates your LLC with the state. Filing fees typically range from $50 to $500 depending on the state.

4 ■ **Create an operating agreement**
Even if your state does not require it, this document defines ownership percentages, roles, and how decisions are made. It prevents disputes later.

5 ■ **Get your IRS Employer Identification Number (EIN)**
Your EIN is the business equivalent of a Social Security number, needed for banking, taxes, and hiring. It is free directly from the IRS website.

Once these five are done, you are no longer aspiring. You are officially in business.

TOOL 4

The Plug-and-Play Elevator Pitch

You will pitch your business hundreds of times: to customers, partners, lenders, and at every networking event. Fill in the blanks below, read it aloud until it feels natural, and you will never be caught off guard again.

> “Hi, I'm **[Your Name]**, and I'm the founder of **[Your Business Name]**. At **[Your Business Name]**, we've developed a **[product / service]** that connects **[target audience]** with **[the solution]**. Our platform makes it easy for users to **[core benefit]**. I'd love to tell you more. Thank you for your time.”

Write your version here

YOUR ROADMAP

You have started. Here is the rest of the journey.

This toolkit covered the first moves. The full book, *How to Start a Business*, walks you through all 11 steps. Here is what comes next:

- Business Permits and Licenses, federal, state, and industry-specific
- Market Research and Competitive Analysis, and your Unique Value Proposition
- Launching, the tools, systems, and launch-day playbook
- Overcoming Early Growth Challenges and the art of delegation
- Decoding Business Lingo, scalability, B2B vs. B2C, and pivoting
- Understanding and Mitigating Financial Risk
- Finances, Equity, and Funding, from SBA loans to angel investors and crowdfunding

Ready for the full 11-step system?

Turn this quick start into a complete launch plan. Grab *How to Start a Business: Launch and Grow Your Business* on Amazon, and visit drauthorpage.com/howtostart.html to sign up and join our community of founders.

BUY THE BOOK ON AMAZON → amazon.com/dp/B0D11CYCNY

Sign up and learn more at drauthorpage.com/howtostart.html

Scan to get your copy

> *"The biggest risk is not taking any risk. In a world that's changing quickly, the only strategy guaranteed to fail is not taking risks."*

Now take yours.