

The Next Right Thing

Mission

What is your why? Is it bigger than your excuses? What are you barriers? If not over, then through How can you go all-in on the next step?

Measure

What metric proves you're continuously learning? It's likely unique to your idea What indicator can you measure that moves toward thriving? It's not just money What key number tells you you're still surviving? It's probably revenue and more

Milestone

What is your 14 day quick win to build meaningful momentum? Not busywork
What is your 30 day goal? Again, more than just dollars
What is the next achievement you can share with your supporters?
What risk ahead can you mitigate or eliminate? Sooner the better
What would help you stay focused and stop worrying? Action, not anxiety