



## Step 4 – Create a Road Map

### Business Startup Steps for Fun Mongers

This is the step that is rarely included in any business development process that I've seen. And IMHO it's probably the most important step. You can get to your destination via any number of paths, but if you're just staring at a brick wall, with no road map at all, it's hard to see where you're going – much less how to get there!

#### 1. Pick a method / tool you're comfortable with

You can use a mind map tool, a flowchart, a hand-scratched napkin, or project software – anything you want. But choose some way to create a visual representation of where you're going.

#### 2. Pick the Low Hanging Fruit

First you establish the big picture. In project management terms, you'll create your big milestones, like specific goals you want to accomplish by certain dates. Make a list, or put them into a visual representation, then prioritize. What comes first, and what is dependent on another thing being complete?

#### 3. Drill Baby, Drill!

Fortunately we're not gonna wreck any forests for this one. After you get the big goals down, then you start digging deeper. If your first goal is to get my office completely set up, then you drill down – make a list of the tasks you need to do, and any tasks you need someone else to help me with, and if necessary, divide those into sub tasks. Fun Monger will have a couple of different examples for you to use.

Personally I kinda like pictures. So I would create something that looks very much like a real map – and I'd probably make it a treasure map. Then I'd fill in all the details I could think of, and post it on my wall so I can see where I am at all times.

**\*\*Fun Monger Rule:** DO NOT get hung up on staying on *precisely* the road you have mapped out!! There is more than one path to your destination – go with the flow and adapt and change things when it's appropriate. This is NOT the same thing as being flakey! If you're getting off the path for no good reason, grab yourself by the scruff of the neck and.... wait, I digress. Just stay on the path as best you can, but be flexible. And change the map when it's right to change it. **NO BEATING YOURSELF UP!**