



PREPARE YOUR PRODUCT

Ensure your product satisfied your target market at a profitable price point and plan for the future.



Understand Your Customers

Collect customer feedback. Are your target customers buying, using, and telling others about your product? Are your customers happy? Why or why not? If not, make improvements.



Know Your Numbers

Know your gross margin (net sales minus the cost of goods sold) and gross churn rate (% of recurring revenue lost due to cancellations). Is your product priced to turn a profit? If not, make adjustments.

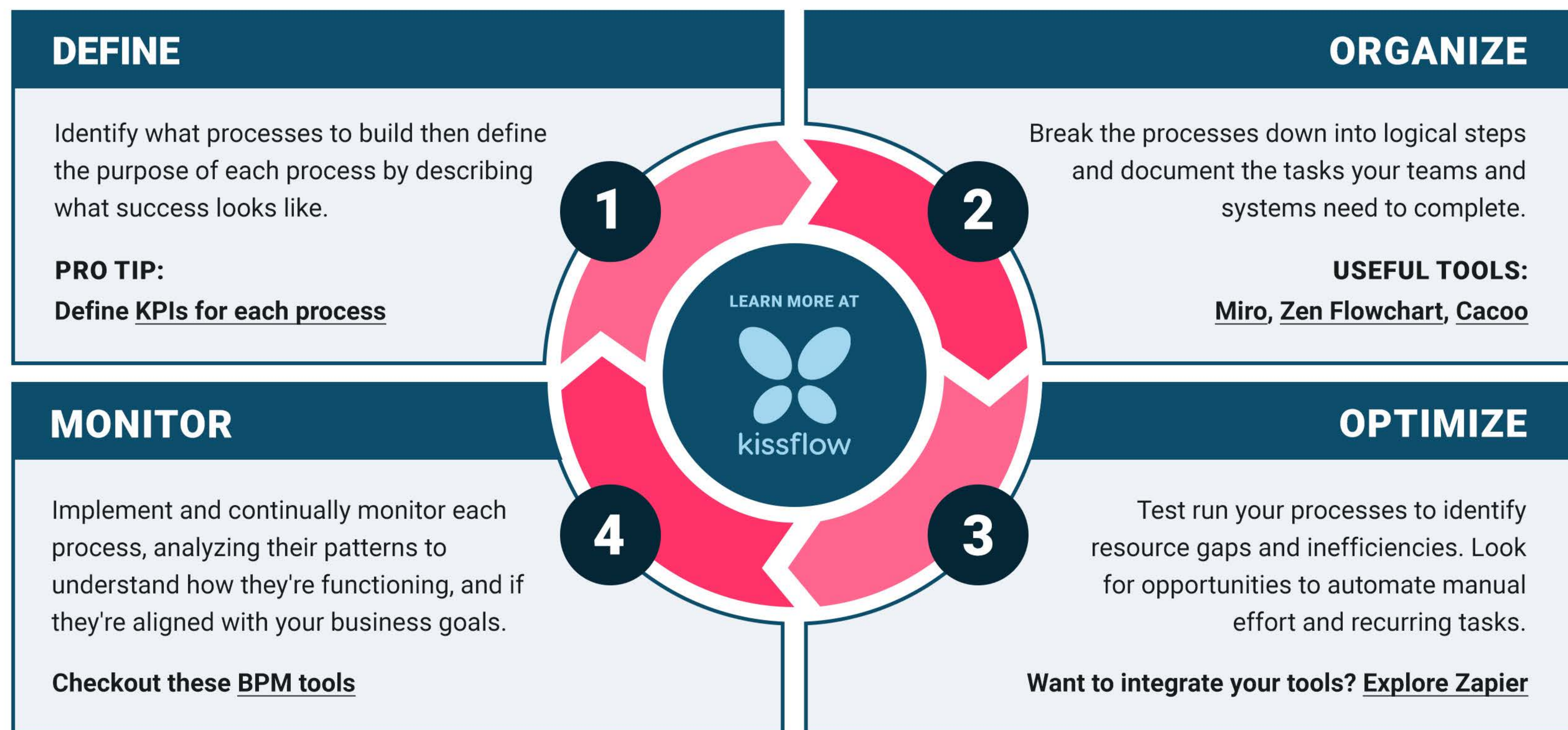


Have A Vision

What ultimate impact do you want your product to have on your community, industry, or the world? Understanding this aspiration will help you set goals for the future and navigate your path forward.

PUT PROCESSES IN PLACE

Create predictable, repeatable processes that make it easier for you to do more.



Create Standard Operating Procedures (SOPs)

You've built your processes, now it's time to document them so they're repeatable and predictable. SOPs help your business standardize best practices, capture tribal knowledge, and stay consistent.

Tribunal
Guide To Writing SOPs