



# DUE DILIGENCE

BUSINESS FITNESS 101

# WHY DO DUE DILIGENCE?

AVOID  
POTENTIAL  
BUSINESS  
DISASTER



# WHEN DO YOU START DUE DILIGENCE?



# HOW YOU START DUE DILIGENCE ?

**DON'T DO THIS**

**DO THIS**



# NOW IS A GREAT TIME TO ENGAGE A BUSINESS COACH OR MENTOR



# 10 BASIC STARTING POINT QUESTIONS FOR YOUR NEW BUSINESS IDEA

1. WHAT ARE YOUR EXPECTATIONS?  
WRITE THEM OUT!
2. WHAT ARE YOUR QUALIFICATIONS?  
HAVE YOU EXPERIENCE?



3. IS THERE A DEMAND, NEED OR WANT FOR YOUR BUSINESS IDEA?

4. HOW WILL YOU MAKE MONEY?

5. WHO AND WHERE ARE YOUR CUSTOMERS?



6. HOW CAN YOU GET A MESSAGE TO  
YOUR PROSPECTIVE CUSTOMERS?

7. WHAT SETS YOU APART FROM  
YOUR COMPETITION?

8. DO YOU NEED A PHYSICAL  
LOCATION?

WHERE AND HOW MUCH COST?



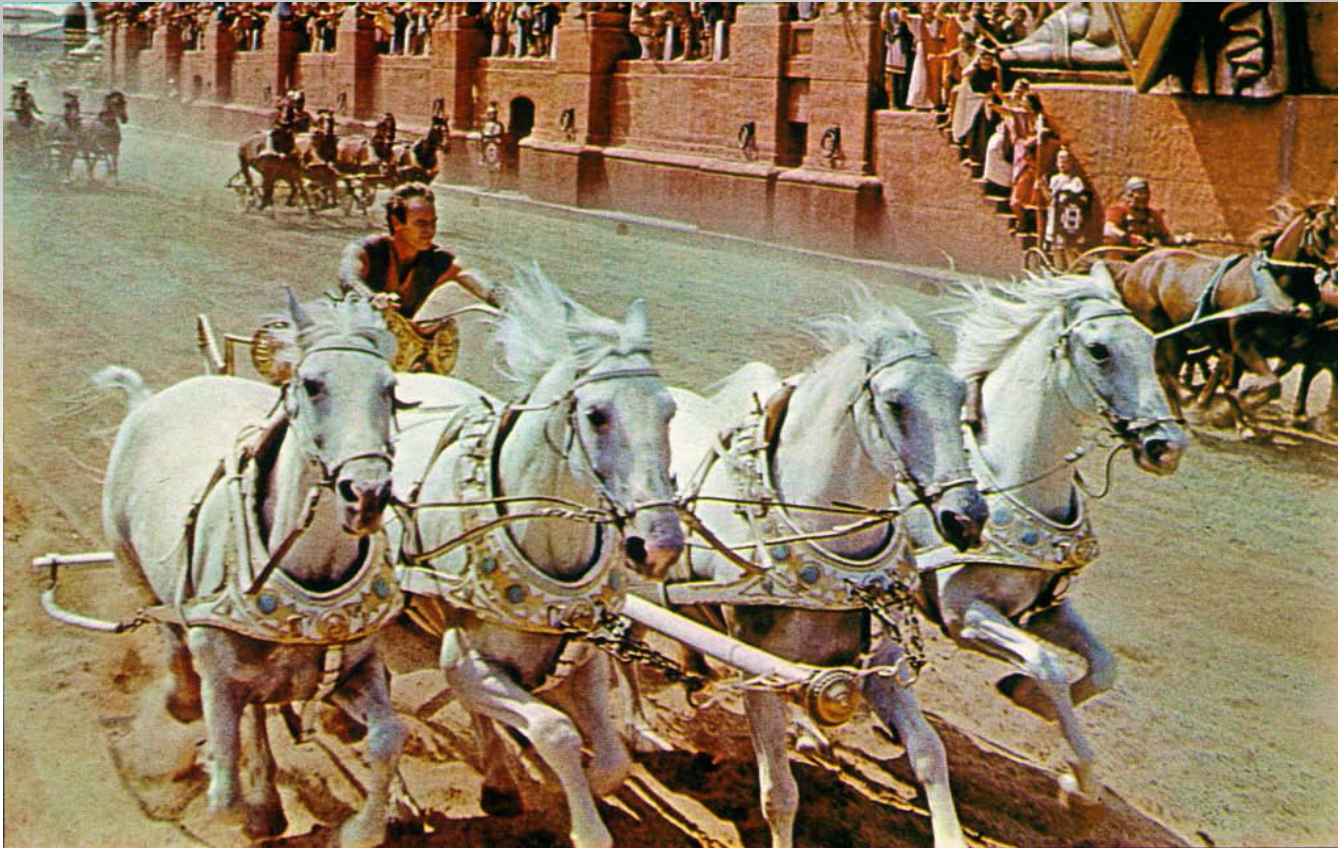
# 9. HAVE YOU PREPARED A CASH FLOW PROJECTION WITH REVENUE AND EXPENSES YOU CAN FORECAST?

<b>Cash Flow Budget Worksheet</b>						
		<b>Year</b>				
		<b>[Q1]</b>	<b>[Q2]</b>	<b>[Q3]</b>	<b>[Q4]</b>	<b>Total</b>
<b>Beginning Cash Balance</b>						
<b>Cash Inflows (Income):</b>						
Accts. Rec. Collections						0
Loan Proceeds						0
Sales & Receipts						0
Other:						
<b>Total Cash Inflows</b>						\$0
<b>Available Cash Balance</b>						
<b>Cash Outflows (Expenses):</b>						
Advertising						0
Bank Service Charges						0
Credit Card Fees						0
Delivery						0
Health Insurance						0
Insurance						0
Interest						0
Inventory Purchases						0
Miscellaneous						0
Office						0
Payroll						0
Payroll Taxes						0
Professional Fees						0
Rent or Lease						0
Subscriptions & Dues						0
Supplies						0
Taxes & Licenses						0
Utilities & Telephone						0
						0
<b>Subtotal</b>		\$0	\$0	\$0	\$0	\$0

10. NOW IS THE TIME TO ASSEMBLE YOUR INFORMATION AND PUT INTO A BUSINESS PLAN.



RESULT: THE HORSES ARE NOW IN FRONT OF THE CART WHERE THEY ARE SUPPOSED TO BE, HELPING YOU!



# LET THE WORK BEGIN



# PROVERB FOR SUCCESS "TAKE RESPONSIBILITY"

**WORRY LESS**  
**SMILE MORE**  
**ACCEPT CRITICISM**  
**TAKE RESPONSIBILITY**  
**LISTEN & LOVE**  
**DON'T HATE**  
**EMBRACE CHANGE**  
**FEEL GOOD ANYWAY**

# THE RESULTS OF ALL YOUR HARD WORK AND EFFORTS

