



# Mini-Boss *Bootcamp*

3 Week Course – Validate Your Business Idea



[www.ShannonRizzo.com](http://www.ShannonRizzo.com)

# *Validating* your Idea

**WEEK ONE** - Writing a Cohesive Description of Your Business Idea.



Validate your business idea in 21 days with real data and write your elevator pitch.

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# Validating your Idea

**Week One:** Describe your business in a complete, cohesive, sentence.

**Question:**

Why is writing a short sentence about my business important? I want to jump right in and get to work!

**Answer:**

It is very important to clarify what your business is in a short, detailed sentence before trying to sell it to others and expect them to pay you for your services. First, before people will purchase from you, they must know exactly what is that they are buying.

*Confused customers never purchase*

Once you can write a complete comprehensive sentence about your business, you can verbalize your business with clarity and confidence. You will have people asking you for more information about how you can help them specifically. They will want you to solve their problem and you will have the solution. But first, we must get your business definition clearly started so that you can build on this foundation.

**Now Complete Activity One in Workbook One.**

# Validating your Idea

In this Workbook, we will work on two activities. In the first activity, I want you to write down a description of your idea for your business. In the second activity, we will refine it. Both Activities in this section will take one-hour each to complete.

## Activity One:

In this activity, you will write your idea in as few sentences as possible. Try to write only one sentence, but if this is too hard, don't worry the next activity will help you work through the idea. I have a formula below for you to use to get started and an example on the next page to use as a guideline.

Once you have written or tried to write your sentence, look at the example. If you need additional help, I have also included prompting questions to guide you through it.

### You can use this formula to get you started:

My business is \_\_\_\_\_ that serves  
\_\_\_\_\_ who want to \_\_\_\_\_.

Now, go ahead and write down your idea in one (or if necessary 3-5 sentences).

1. My business is: \_\_\_\_\_

2. I serve: \_\_\_\_\_

3. Who want to: \_\_\_\_\_



# Validating your Idea

## Example

**A first attempt at a sentence describing my business using the formula above:**

My business is 1 that serves 2 who want to 3.

My business is 1. *(a small business consulting company)* for 2. *(women who have a passion)* and are 3. *(want to make money performing a service but do not know where to start.)*

## What is the problem I am solving?

The problem is that many women have too many obstacles, worries, fears or simply do not know how to do the first thing to start this as a business and if they do, they are worried that they cannot do it.

## How do I solve that problem?

For my consulting business, I educate women via “go at your own pace modules”, video tutorials, workbooks, webinars, group classes, and one-on-one consulting to help them through the rough patches of starting their own businesses.

You may notice in these first attempts I am leaving out the "How" I will solve the problem. This activity is designed to help you work through all of the questions. Give yourself some grace, as the answers may not come to you at once. It is okay to skip what you do not know and come back to it.

# Validating your Idea

## One

My small business consulting practice is customized for busy women who are high achievers and the daily problems they face while trying to start and run a small business.

## Two

I am a small business consultant and coach who helps entrepreneurial-minded women overcome fear and gain the skillset needed to go from having had an idea to running a successful business.

## Three

I am a small business consultant and coach with customized products for high-achieving, busy women that guide through every process from idea to inception of a successful business.

Now, below use this space to write your sentence three times, refining it each time.

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# Validating your Idea

## WEEK ONE – Defining Your Business Idea

There can be several variations to this sentence. So try saying it a few different ways until it sounds correct.

### Final

I am a small business consultant and coach with customized products for high-achieving, busy women that guide through every process from idea to inception of running a successful business in the US.

### More

I do this by offering “go at your own pace educational modules”, video tutorials, workbooks, webinars, group classes, and one-on-one consulting to guide them through changing their mindset and owning a startup business.

### Variation

My business is consulting and coaching practice that serves women internationally who want to turn their idea into a solid business and make money doing what they love.

# Validating your Idea

## WEEK ONE - How to Write a Cohesive Sentence About Your Idea.

**Prompting Question:** Use the space below to work out your sentence.

If you are having trouble getting started, ask yourself these questions:  
What is my business?

What problem do I solve?

What am I selling?

# Validating your Idea

## WEEK ONE – Confirm your communication about your idea

What service are you providing?

Whom are you helping?

How are you helping them?



# Validating your Idea

**WEEK ONE** - Confirm your communication about your idea

Now, try to write your sentence again.

**My business is:**

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*Congrats!*

**You have completed your first activity!!**

Now, When you are ready, Let's take the next hour to complete Activity 2!

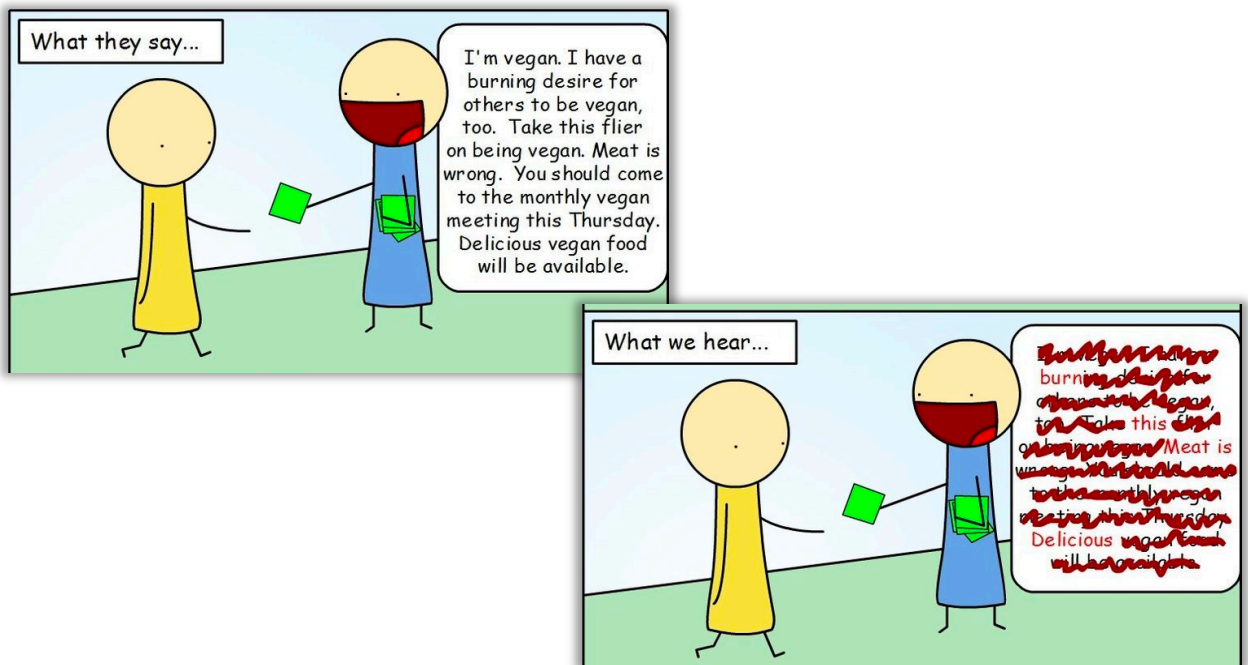
# Validating your Idea

## WEEK ONE - Business name search and industry search

### Activity Two: Getting Feedback from Others

Interviewing to confirm your findings from Activity One. In Activity One, you were able to write at least a first version of your company description. In this activity, we want to confirm that what you write is indeed the message you want to convey to your audience. The best way to communicate is to get feedback and readjust your message, then refine it until it is what you mean to say to your specific audience.

### WHAT PEOPLE HEAR AND SEE WHEN YOU TALK



# Validating your Idea

## WEEK ONE - Business name search and industry search

Here is the outcome you need to achieve from this activity:

- ☐ Interview at least one person this week.
  - ☐ **BONUS \*\*\*Download you FREE Interview Supplement now**
- ☐ Make sure to get the following information:
  - ☐ Read/ tell them your sentence.
  - ☐ Ask them to tell you what they heard.
  - ☐ When you hear it – think about what you heard and write down the discrepancies in what you thought you heard versus what you said.
  - ☐ Rewrite your sentence to reflect what you mean.
  - ☐ If you have time, revisit the person you asked in your interview and ask them to give you feedback about your revised sentence.

# Validating your Idea

Shannon Rizzo  
Workbook One

## WEEK ONE – Activity Two Continued

Interview follow up analysis

1. Write your business idea sentence: *Tell the person what your idea is using your formulated sentence- your elevator pitch.*

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2. How well did your interview go? Did they understand your business idea?

Pick 5 questions from the list below to analyze your results.

### 15 Questions – Pick 5

- What is my business?
- What problem do I solve?
- What am I selling?
- What service do I provide?
- Who am I helping?
- How am I helping them?
- Do you think you would use my service?
- How do you think it would benefit you?
- What would stop you from using my service?
- How could I help you from what you know about my business?
- Do you think many people would find my service helpful?
- How do you think I could help them the most?
- What are the next features of my service?
- Do you know anyone else offering my service?
- How is my business different from theirs?

Write your questions below:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

# Validating your Idea

## WEEK ONE – Activity Two Continued

3. Did they understand what you were pitching? \_\_\_\_\_
4. Was there any part that was misinterpreted? \_\_\_\_\_
5. How can you improve your sentence? Write a new business idea sentence here now!

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*Congrats!*

You have completed your second activity!!



# *Validating* your Idea

*Congratulations on completing both activities in Workbook One!*

Now You are ready to discover your target customer in week 2!

