

# Launch, Build, Grow Your Business

## Entrepreneur Starter Program

By completing the **GTM Starters Entrepreneur Starter Program**, you'll have a clear and simple plan to turn your business idea into a real, successful company. You'll learn how to set up your business, find your first customers, and grow your sales. This program is designed to be easy to follow, so you can feel confident every step of the way.

### Launch Phase: Get Your Business Set Up

By the end of this phase, you'll have the basics of your business ready to go. You'll understand your market, know what makes your business special, and have your legal and financial setup complete. You'll also have the right tools and resources to confidently start your business.

<b>Business Plan</b>	<ul style="list-style-type: none"> <li>• Find out who your customers are and what they need.</li> <li>• Figure out what makes your product or service stand out.</li> <li>• Decide how you will make money (like one-time purchases or subscriptions).</li> <li>• Set simple goals for growing your business over time.</li> </ul>
<b>Business Set Up</b>	<ul style="list-style-type: none"> <li>• Handle the essentials: register your business, protect your brand, set up tax info, and get insurance.</li> <li>• Open a business bank account and choose accounting software to track finances.</li> <li>• Select online selling platforms and CRM tools to manage customers.</li> <li>• Put basic security in place to protect customer information.</li> </ul>
<b>Brand</b>	<ul style="list-style-type: none"> <li>• Create a logo and choose colors to represent your brand.</li> <li>• Set up social media accounts like Facebook and Instagram.</li> <li>• Build a simple website to show off your business and products.</li> </ul>
<b>Marketing</b>	<ul style="list-style-type: none"> <li>• Write down what your business stands for and how you'll talk to customers.</li> </ul>

## Build Phase: Find and Get Your First Customers

You'll learn how to find the right customers and get them to buy from you. You'll also set up simple ways to track your progress and improve over time.

<b>Understand How Customers Buy</b>	<ul style="list-style-type: none"><li>• Learn the steps people take before they decide to buy.</li><li>• Create a plan that matches how customers like to shop.</li><li>• Figure out how many potential customers you need at each step.</li></ul>
<b>Reach Your Customer</b>	<ul style="list-style-type: none"><li>• Identify the people who would love your product or service.</li><li>• Create simple profiles to better understand these customers.</li><li>• Build lists of potential customers to reach out to.</li><li>• Start marketing through multiple methods, like ads, social media, events, cold calls, emails, blogs, and helpful content.</li></ul>
<b>Track Your Progress</b>	<ul style="list-style-type: none"><li>• Set up ways to track how customers are finding and buying from you.</li><li>• Manage customer lists and sales pipelines.</li><li>• Break down your sales goals into smaller, achievable targets.</li></ul>

## Grow Phase: Increase Sales and Build Long-Term Success

You'll learn how to grow your business by reaching more people, keeping customers coming back, and using simple data to make smart decisions.

<b>Find More Customers</b>	<ul style="list-style-type: none"><li>• Increase ad spending for more reach.</li><li>• Try new ways to reach people, like partnering with influencers.</li><li>• Set up referral and affiliate programs to encourage others to promote your business.</li><li>• Improve email marketing and use automation tools.</li><li>• Look into selling through marketplaces or partnering with retailers.</li></ul>
<b>Keep Customers Coming Back</b>	<ul style="list-style-type: none"><li>• Offer add-ons or upgrades to increase sales.</li><li>• Create loyalty programs (like discounts or rewards for frequent buyers).</li><li>• Build trust with your customers through helpful content and community events.</li></ul>
<b>Make Smarter Decisions Using Data</b>	<ul style="list-style-type: none"><li>• Track basic business numbers, like how much it costs to get a customer and how long they stay with you.</li><li>• Use tools like Google Analytics to see what's working.</li><li>• Keep adjusting your approach to improve results over time.</li></ul>