

My Rockstar Business

Jumpstart Sprint Fillable Workbook



START HERE

Use this workbook to turn your business ideas into a simple working plan. Keep your answers short, clear, and useful. You can refine this later.

How to use the fillable PDF

Open the PDF in Preview, Acrobat Reader, or a browser PDF viewer. Click inside each field and type. Check the boxes that apply. Save the file before closing it.

Keep it simple

More is not always better. One clear answer you can act on is stronger than a long answer you will not use.

Name

Who is filling this out?

Business name

Use the name you want people to remember.

Professional label

Example: consultant, coach, recruiter.

Business stage

☐ Launch

☐ Grow

☐ Mature

☐ Decline

Before you submit

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How to Fill This Out

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GUIDE

12-month vision

Write what the business looks like when it is working. Include operation, revenue, and how it feels to run.

Targets

Use minimum, target, and mind blower. Make each number easy to recognize later.

Main focus

Choose 1-2 areas only. The point is momentum, not a complete life plan.

Market

Describe who you serve and the problem they already care about solving.

Offers

Clarify what they get, who it is for, and what outcome it helps create.

Sales and lead gen

Pick the path you will actually work weekly. Consistency beats complexity.

Final actions

Finish with three specific actions. If you cannot schedule it or complete it, make it smaller.

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12-Month Vision

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VISION

Write the version of the business you are building toward. Keep it vivid, direct, and usable.

12-month vision

What does the business look like, feel like, and produce 12 months from now?

Revenue targets

Minimum / Target / Mind blower.

Rewards

What will you let yourself enjoy when you hit it?

Monthly targets

What needs to happen month by month?

How you will measure progress

Numbers, behaviors, milestones, or evidence.



Main Focus

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FOCUS

Choose only 1-2 primary focuses for the next sprint. You can care about everything, but you cannot execute everything at once.

☐ Product launch

☐ Business launch

☐ Revenue growth

☐ Database growth

☐ Brand building

☐ Offer clarity

☐ Sales process

☐ Delivery system

Why this focus now?

What makes this the highest-leverage area?

30-day outcome

What would make this sprint a win?

Constraints to watch

Time, budget, team, confidence, clarity, tech.

What I am saying no to for now

This protects focus.

Target Market & Value

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MARKET

Be specific enough that someone can recognize themselves. Avoid broad labels if a sharper description would help you sell or serve better.

My target market
Who is this really for?

The problem I solve

What painful or expensive problem do they have?

The solution I deliver

What changes because of your work?

How I am different

Why would they choose you?

My value proposition

I help [who] get [result] without [problem].

Core Offer Suite

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OFFERS

Do not overbuild. Clarify the offer first. Each box should make the buying path easier to understand.

Free offer

Lead magnet, intro call, checklist, guide.

Small offer

Low-friction paid entry point.

Main offer

Your main paid solution.

Premium or VIP offer

The deeper version for the right buyer.

Offer notes

What needs to be simplified, clarified, or built next?

Sales Process

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SALES

Pick the path that matches the relationship and price point. A simple sales process beats a complicated funnel nobody uses.

☐ High touch - 1:1 with me

☐ Live group

☐ Automated funnel

☐ High touch - 1:1 scaled

☐ Automated group

☐ Partner/referral

Current sales steps

How does a person become a buyer now?

Assets needed

Page, script, deck, follow-up, calendar, checkout.

Current bottleneck

Where do people stall or get confused?

Next improvement

What one change would improve conversion?

What happens after someone says yes?

Name the next step, not the whole system.



Lead Generation Channels

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LEAD GEN

Choose the channels you will actually work. The best channel is the one you can consistently execute with a clear message.

☐ Referral

☐ Organic

☐ Events

☐ Social content

☐ Paid

☐ Email

☐ Partners

☐ Direct outreach

Primary channel

Pick one main channel first.

Lead magnet or hook

What gets attention or starts the conversation?

Weekly lead actions

What will you do every week?

How I will track it

Contacts, calls, opt-ins, booked calls.

Potential Promo Partners

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PARTNERS

1. Partner name / audience

List people, brands, groups, communities, or companies with access to your ideal audience. Start with warm

2. Partner name / audience

3. Partner name / audience

4. Partner name / audience

5. Partner name / audience

6. Partner name / audience

7. Partner name / audience

8. Partner name / audience

9. Partner name / audience

10. Partner name / audience

Best next partner outreach

Who will you contact first, and what is the simple ask?



Next 3 Actions

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COMMITMENT

Do not leave this as an idea document. Turn it into motion. Choose three actions you can complete or schedule.

Action 1

What exactly will you do, and by when?

Action 2

What exactly will you do, and by when?

Action 3

What exactly will you do, and by when?

Support needed

What help or accountability do you need?

Date I will review this

Set a date to refine this draft.

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