



New Founder School


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Early Struggles Action Plan Template

Hi! 🙌 **Start here.**

Starting a business can feel overwhelming. At the beginning, everything seems big, and the path forward isn't always clear. This template will help you break down the early stages, identify where you're getting stuck, and create small, actionable steps to start moving forward.

Section 1: Evaluating Your Current Situation

 **Instructions:** This section is all about assessing where you stand right now in terms of your business and personal situation. Understanding where you're starting from helps you define your starting point and figure out what needs the most attention.


Prompt 1: What's the biggest hurdle you're facing right now? (E.g., market research, figuring out pricing, lack of confidence, fear of failure, etc.)

Prompt 2: What steps have you already taken to address this? (E.g., started a website, created a business plan, conducted some market research, etc.)

Prompt 3: What part of starting feels most overwhelming? (Is it the unknowns, the pressure to make the "perfect decision," balancing other responsibilities, etc.?)

➔ If you're facing challenges related to finding clients or growing your customer base, you need to focus on building your marketing and sales processes. If time management is an issue, it's time to structure your daily and weekly routines better. Your next step is to dig deeper into what specific actions will help you move past this challenge. Take a look at the next section for more strategies to get on track.

Section 2: The Action Steps

 **Instructions:** Now that you've reflected on where you're struggling, it's time to break these challenges down into small, actionable steps. It's easy to feel overwhelmed by big problems, but the key to progress is identifying what you can do today to move the needle forward.

 **Action Step 1: Identify the Smallest Action You Can Take Today**

What's the smallest possible action you can take to move forward?

(E.g., Write down your idea in one sentence, ask one person for feedback, research one competitor, set up your social media pages.)

Action Tip: Don't go for big wins yet. Focus on one task that can get the ball rolling.

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 **Action Step 2: Remove the Obstacles in Your Way**

What's stopping you from taking action?

(E.g., Lack of time, fear of making mistakes, fear of failure, uncertainty about the market, etc.)

Action Tip: Identify any obstacles and write down solutions. For example, if time is an issue, schedule 15 minutes a day for business tasks.

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 **Action Step 3: Celebrate Small Wins**

What's a small win you can celebrate this week?


(E.g., Completing your business plan outline, setting up your business bank account, talking to a potential customer.)

Action Tip: Celebrate the small wins to build momentum.

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 Now, here's how to keep the momentum going: Break your challenges into small tasks and schedule them into your day. By focusing on bite-sized actions, you make progress without feeling overwhelmed. For example, if you're struggling with client acquisition, your first task

could be drafting an email to send to one potential lead. The key is consistency—take one step, then another, and soon, those steps will add up to significant progress.

 **Reminder:** Great job—you've made it through the first steps of your action plan! Now, here's your next move: To stay on track, I recommend joining our [free NFS Community](#). Being part of a supportive network of like-minded entrepreneurs will help you get advice, accountability, and inspiration when you need it most. You're not alone on this journey—let's build together.

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