E EMPIRE BUILDER ACADEMY

MODULE 01 WORKSHEET

THE ENTREPRENEUR MINDSET

Fillable worksheet and action checklist. Print it, or type into the DOCX version.

THE ONLINE ENTREPRENEUR BLUEPRINT

From Zero to Your First Online Business

01

BUILD SMART. LAUNCH FAST. SCALE WITH AI.

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MODULE 1 WORKSHEET: THE ENTREPRENEUR MINDSET

Fill in each section. Print it, type into the DOCX version, or copy the tables into your own notes.

Part A: Business Model Map

My skill / interest / experience	Model option 1	Model option 2	Model option 3

My top two options: _____

Part B: Idea Scoring Table (score 1–5)

Idea	Skill	Interest	Demand	Reachability	Low cost	Speed	Total

My 90-day direction: *"I help _____ with _____ through _____."*

Review date (90 days from today): _____

Part C: Customer Problem Log

Exact quote	Source (site/person)	Problem theme

Problem theme	Pain (1–5)	Urgency (1–5)	Evidence of spending?

Part D: Demand Evidence Tracker

Evidence rung	What I found	Date
People discuss the problem online		
Active competitors exist		
Search / trend data		
Waitlist or email sign-ups		
Calls or quote requests		

Evidence rung	What I found	Date
Paying customers		

Part E: Niche Narrowing Table (score 1–5)

Audience	#1 problem	Identifiable	Reachable	Able to pay	Motivated	Sustainable	Total

My niche statement: _____

Three places my niche gathers: 1) _____ 2) _____ 3) _____

Part F: Personal Guardrails

Maximum test budget: $_____ Test period: _____

The three mistakes I'm most likely to make, and my rule for each:

1. _____
2. _____
3. _____

Weekly review day and time: _____ Accountability person: _____

Action Checklist

- [ ] Map at least three skills to the seven business models
- [ ] Score at least three business ideas
- [ ] Write a one-sentence 90-day business direction
- [ ] Collect at least 10 real customer quotes
- [ ] Identify 3 problem themes
- [ ] Book (or complete) at least three problem interviews

- [ ] Complete a one-week demand check
- [ ] Analyze at least five competitors
- [ ] Write a niche statement and identify where that niche gathers
- [ ] Set your test budget, test period, and personal rules
- [ ] Schedule a weekly 30-minute business review