

**Your ExpertiseDNA™  
Launchpad:  
Position your Business  
for your Ideal Clients**

**THE TOP 10 THINGS  
YOU ABSOLUTELY MUST DO  
BEFORE LEAVING CORPORATE**

*Leave with a Gameplan.  
Start Getting Clients on Day 1*



*by Jan Wallen*

Learn more at: [www.JanWallen.com/chcblog](http://www.JanWallen.com/chcblog)

It can be tough to stay in corporate life or in your job when you already know you want to leave -- or you find yourself saying, "That's it! I can't stand it any more!"

**You have a choice.** Leave with a Gameplan and start getting clients on Day 1 ... or ... Experience what many entrepreneurs do -- the gap with no clients and little income.

Here are the Top 10 things you Absolutely! must do before you leave corporate to start your own business if you want a life on your own terms, your way.

**1. Take a deep breath. And another.**

**2. Buy a notebook**

**3. Make 2 lists in your notebook and keep on adding to them:**

- Why I'm Leaving – be specific
- What will Be Different When I've Left – be specific

**4. Start a page in your notebook and call it "My Evidence Journal".** List situations that come up that ***confirm that you want to leave corporate***. For example: Situations where you feel held back, where you have to put up with corporate politics or ways of doing things – and you can't stand it anymore! This will come in handy when those doubts come up and when you try to talk yourself into staying, even though you know you don't want to.

**5. In your notebook:**

- **Describe the business that you'll start** – who you'll serve, what their challenges are, what services and products you'll offer, how that will help them, benefits they'll receive, what their career, business and life will be like after they work with you. Be as specific as you can.

- **Write why you want to start this business** and work with these people – your Mission and Purpose.

- **Write your concerns about leaving** your job and corporate life.

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**6. Do market research.** Make it formal and informal. Talk to at least 25 people you know and people in your network about your business ideas. Look for people who could be your clients, and ask them what their challenges are, and if they could change one thing about their life, what would that be? Write their comments in your notebook.

**7. Ask yourself:** How do their comments fit with your business idea? Are your potential clients looking for the services you want to provide? Will they pay for them? Write the answers in your notebook.

**8. Do competitive research.** Put on the hat of your potential client. Do Google searches using the words they would use to find the kind of help they'd come to you for. For example, if you want to open a marketing consulting business, search for "marketing consultant" and similar keywords. Write the answers in your notebook.

**9. Ask yourself:** How many other companies come up in the search results? **VERY IMPORTANT:** How will your business be different from these? Why will people want to choose you? Why work with you rather than other companies that come up on the search results list? Write the answers in your notebook.

**10. Do your corporate and financial cushion research.** Find out: What benefits do you have coming to you when you leave? What benefits will you be giving up when you leave? Figure this out exactly! Might your company offer you a package – when? What's your health insurance situation? Check your savings and investments. Ask yourself how long you can last without clients and income. Write the answers in your notebook.

***You're almost free!!!***

**Decide when you'll leave after -- and ONLY after -- you've done these Top 10!!!**

**Why do I say this? Because the reality is:**

- It's almost guaranteed when you're an entrepreneur that you'll have ups and downs in terms of income and revenue. Especially when you leave corporate and have no clients.

- About 20% of small businesses fail in their first year, and about 50% of small businesses fail in their fifth year. Bureau of Labor Statistics

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• ***You're very likely to get your first client when you know:*** Who your ideal client is, what their challenges are, your solution, whether they'll be willing to invest in your solution, your pricing, your marketing materials, your lead generation and social media/social selling strategies, a good sized network, your compelling marketing message, how to sell yourself (rather than the company products you've been selling), rave reviews from clients that show the results you get for your clients, a financial cushion, health insurance arrangements, a professional-looking website, a place to meet with clients, a business plan, a marketing plan, a business model that works and fits the lifestyle you want to live, and more ... ***(Seem like a lot? It is.)***

When you have your business idea in your head and validate it with people who could be your clients, you're confirming that it can be a profitable business that you'll love.

This may be the fuel and momentum to help you stay in corporate long enough to build your gameplan and leave with your business foundation set up so that you avoid that gap that often happens – no clients and little income.

**If you can't stand it any longer** – and want to leave sooner, **contact me ASAP** ([www.JanWallen.com](http://www.JanWallen.com) or [hello@janwallen.com](mailto:hello@janwallen.com) or DM Direct Message me on Facebook). We'll chat about how we can design your Corporate Freedom Gameplan and put you on the path to your own business -- on your terms, your way.

**Jan Wallen** is living the life she loves and working with clients she loves, after several successful careers in corporate sales and marketing and as an entrepreneur, author and speaker. She works with executives who feel held back in their corporate life or their job, and who want to leave to start their own business – to live life on their terms, in their way.

Jan has discovered her own *ExpertiseDNA*<sup>™</sup> as a gameplan designer, trendsetter, natural advisor and guide. She loves to stay in-the-know about what it takes to create the lifestyle you want – the one you see in your mind – the business model, positioning for your Ideal Clients packaging your expertise and your *ExpertiseDNA*<sup>™</sup> fingerprint that differentiates you. She is known for her insatiable curiosity and creative, practical ideas that really work.