





## START

- 01 Vision** - How and where do you see yourself — and your race — when your race business is completed?
- 02 Mission** - What goals and objectives do you have to inform and guide you in completing your vision?
- 03 Principles** - Do you have standards in place to help you make better business decisions?
- 04 Accounting** - How will you account for all of your expenses, measure revenues, and understand how you will make a profit?
- 05 Branding** - How will you build your brand identity, collateral, web presence, and marketing materials for your racing business and each individual race offering?

## PROMOTE

- 06 Planning** - How will you produce your races?
- 07 Permit** - How will you build and present your race to obtain permission from park and property managers?
- 08 Build** - How will you prepare your racing company for each race day?
- 09 Race** - How will you organize, manage, and direct your race on each race day?
- 10 Analyze** - How will you collect feedback, race day information, and lessons learned before, during, and after race day?
- 11 Learn** - How will you measure and respond to both positive and negative information collected during each of your races?

## EXPERIMENT

- 12 Observe** - Are your current race promotion activities making you successful?
- 13 Review** - What can you change, add, or stop that would help your business improve sales, increase participation, or take advantage of new market opportunities?
- 14 Revise** - What impact will making the change, adding a new race, or discontinuing a race have on your racing business?
- 15 Measure** - How will you know if your changes improved sales, increased participation, or impacted your bottom line?

