



NAME..... DATE..... RATING OUT OF 10.....

**TITLE: DON'T BE A CHEESE MONGER**

**QUOTE: “Whatever you can do, or dream you can do, begin it. Boldness has genius, power and magic in it”  
Johann Wolfgang von Goethe**

**OBJECTIVES FOR THE WEEK:**

**This week, look at how you can make things ship.**

**To do this, you need to set a person who is going to take responsibility and then a date of when it is going to happen. You can use this to work backwards to see what needs to be done when.**

**Seth Godin’s “Ship it” is an excellent way to get this moving.**

**RESULTS:**

