

“Ready, Fire, Aim”

By: Jack Muellerleile

“Ready, Fire, Aim” refers to exactly the same components as were discussed in the piece on **“Ready, Aim, Fire”** except that they are in a different order.

“Ready, Aim, Fire” is often referred to as the 3 major phases of activity undertaken by large, sophisticated business organizations when implementing anything new. **“Ready, Fire, Aim”** is the sequence used by the small business person, especially the ‘serial’ entrepreneur. Why? He generally can not afford to finance the sequence employed by the ‘big guys’.

READY – or ‘get ready’ includes some research and planning connected with the endeavor. It may also include the use of a ‘focus group’ or a very limited ‘test marketing’ effort prior to the allocation of any serious money to the more general rollout of the project on a wide area basis.

FIRE – covers the actual ‘pulling of the trigger’ or announcement of the project to the targeted publics not yet clearly identified and validated.

AIM – addresses the targeting of those believed to be the most desirable initial recipients of the general news about the project because they reacted well to the initial fired volley above. These may be end users themselves or middlemen as in the case of a manufacturer that only distributes on a wholesale basis.

This **“Ready, Fire, Aim”** sequence is used over and over by the small business person so long as working capital remains to fund same. Once a track record is established, the small business person can more likely obtain the debt capital required to fund the expansion of what is now a documented, proven, successful concept.