

Fresh Start: From Idea to Income

A practical guide to turning your business idea into action, without the jargon, overwhelm or expensive mistakes.

By **Sarah Grocott**

Founder, Navigate Business

www.navigatebusiness.co.uk

♥ Business mentoring with heart, humour and hustle



Before we begin...

01

You've already done the hardest part.

You started.

✗ You don't need...

- A perfect logo
- A huge budget
- All the answers

✓ You do need...

- An idea
- A bit of courage
- Someone in your corner

We'll help you stop overthinking and start building.

"Business isn't about having all the answers. It's about taking the first step."

Meet Sarah

Welcome to Navigate Business. I'm really glad you're here

For over 30 years I've helped people turn business ideas into real businesses. I've supported thousands of entrepreneurs through government-funded programmes, mentoring, workshops and one-to-one business coaching.

I created Navigate Business because I believe enterprise support should feel encouraging, practical and human, not full of confusing jargon.

This guide is exactly how I'd start working with a new client. I hope it helps you take your first step with confidence

Why trust Navigate?

- 30+ years' experience
- 1,000+ businesses supported
- Government delivery experience
- Business mentoring with heart, humour and hustle



The Navigate Compass

Your six-step route from idea to income.



Your 7-Day Action Plan

05

One small action each day. One giant step towards your business

Day 1 Clarify Your Idea

☐

Write down your business idea in one sentence. What problem does it solve?

Day 2 Know Your Customer

☐

Who is your ideal customer? Describe them in detail.

Day 3 Understand the Competition

☐

Who else does what you do? What makes you different?

Day 4 Price With Confidence

☐

How much will you charge? What feels fair and sustainable?

Day 5 Marketing, Get seen.

☐

How will people find you? Pick 2 channels to start with.

Day 6 Take action

☐

What's the ONE thing you can do today to move forward?

Day 7 Celebrate

☐

You did it! Reflect on what you've learned this week.

5 Mistakes New Businesses Make

Avoid these common traps and you're already ahead of the game.

01

Trying to sell to everyone

If your audience is 'everyone', it's actually no one. Get specific about who you're helping and you'll attract the right people faster.

02

Waiting for perfection

Your website doesn't need to be flawless. Your logo doesn't need to cost a fortune. Done beats perfect every single time.

03

Ignoring marketing

You can have the best product in the world, but if nobody knows about it, you won't sell a thing. Show up consistently.

04

Underpricing yourself

Charging too little doesn't make you more attractive. It makes people question your value. Know your worth and price accordingly.

05

Trying to do everything alone

You don't need to be the accountant, marketer, designer and CEO all at once. Ask for help. It's not weakness, it's smart.

 Every successful business owner started exactly where you are today. Keep moving forward.

My Business Idea

07

Grab a pen. Get it out of your head and onto paper.

Business Name

What are you calling this thing?

My Customer

Who exactly are you helping?

The Problem I Solve

What pain or need do you fix?

My First Product or Service

What will you sell first?

Three Goals

- 1.
- 2.
- 3.

First Action Tomorrow

What's the ONE thing you'll do tomorrow?

Ready to turn your idea into income?

Your business journey starts now. Let's build it together.



 www.navigatebusiness.co.uk

 hello@navigatebusiness.co.uk

Business mentoring with heart, humour and hustle.

Whether you're just starting out or ready to grow, Navigate Business is here to help you find your direction — with straight-talking support and zero jargon.

Join hundreds of aspiring business owners building their business with Navigate.

© 2026 Navigate Business Ltd. All rights reserved.