Where should you start? Define your Business Objective.

This means you need to answer why you are doing what you are doing, where you plan to be five years hence, what is the vision you are trying to bring to reality?
This focuses your actions on your mission and vision-because what you are doing now is in concert to where you want to be in the future.

Identify and Focus on your Target Market

OK. Now you know who you are- but you need to know who you plant to convince to become your customers. Who wants your product(s) or service(s). What benefit will they derive from choosing your offering. This means you must know the benefits your customers/clients will derive and what pains you will alleviate in their lives.

What are the next steps?

This requires you to define a SMART (specific, measurable, attainable, relevant, and time-constrained) agenda that you will follow. To insure that your target market knows what you offer and get the service/product they expect.
You will have to know the costs for providing your "widget", what price point will get the sale (which will insure you are making more than you are spending), have deadlines for each major activity- and monitor what you do.

Get your Elevator Pitch

This means your mission, vision, goals, and strategy is clearly expressed in a minute or two- because after that you've lost the attention of your target. No, you won't necessarily get the sale from this pitch- but it will help you (and your target) discern if there should be a second, follow-up discussion.

Develop 2 to 4 Key Performance Indicators (KPI)

These need to be real simple. We use traffic lights (red, yellow, green) to indicate if we hit the target, missed the target, or are not quite connection. Everyone can determine what the focus needs to be-

and to insure that the highway ahead is filled with green lights.

This is the place where you determine what may be the impediments to your green lights- and develop scenarios to get your efforts back on track.