THE WORKSHEET PACK

Gilgamesh's Worksheets

Ten printable worksheets for building something from nothing: test the idea, file the paperwork, plan the marketing and map the money.

10 WORKSHEETS · PRINT AS MANY AS YOU NEED

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GILGAMESH ENTERPRISE

The Gilgamesh Worksheet Pack

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These worksheets are also included in Gilgamesh's Guides: The Complete Edition. If you already own that book, you already have them.

Nothing here is legal, tax or financial advice. Rules and fees vary by state and change over time; check with a professional before you act.

25% of every sale goes to SM-Give, the give-back fund behind SocialMate (socialmate.studio/give).

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How to use this pack

Each worksheet turns one of Gilgamesh's Guides into something you fill in and act on. The guides are free to read at socialmate.studio/guides, and every worksheet names the one it goes with.

1. Pick the worksheet that matches where you are right now, not the one that sounds most exciting.
2. Read the guide it goes with, or at least the chapter that matches.
3. Print the page and fill it in by hand the same day. Blank lines are a to-do list; filled lines are a plan.
4. Do the first thing on it before you put it down.
5. Print a fresh copy when things change. Most of these are meant to be redone every few months.

Power to the people. Build the door.

The worksheets

No. 1	**Idea Validation Scorecard**	Goes with Vol. 1, Starting a Business From Scratch
No. 2	**Business Launch Checklist**	Goes with Vol. 1, Starting a Business From Scratch and Vol. 3, Business Credit, Legal Foundations & Tax Breaks
No. 3	**Business Credit Tracker**	Goes with Vol. 3, Business Credit, Legal Foundations & Tax Breaks
No. 4	**Zero-Budget Marketing Plan**	Goes with Vol. 2, Marketing on Zero Budget
No. 5	**30-Day Content Calendar**	Goes with Vol. 6, Your First 30 Days on Social Media
No. 6	**Brand Foundation Worksheet**	Goes with Vol. 7, Build Your Brand from Zero
No. 7	**Monetization Stack Planner**	Goes with Vol. 5, Creator Monetization
No. 8	**Runway and Leap Calculator**	Goes with Vol. 8, From Side Hustle to Full-Time Creator
No. 9	**Email List Launch Checklist**	Goes with Vol. 12, Email List Building From Zero
No. 10	**Local SEO and Google Business Profile Checklist**	Goes with Vol. 11, Local Business Websites and Vol. 13, SEO for Normal People

Idea Validation Scorecard

Fill this in before you build anything. If you can't complete the proof log, you don't have proof yet.

THE PROBLEM, IN ONE SENTENCE

WHO HAS IT (BE SPECIFIC: JOB, SITUATION, PLACE)

WHERE THEY TALK ABOUT IT (THREE SUBREDDITS, GROUPS OR FORUMS)

PROOF LOG: PEOPLE DESCRIBING THE PROBLEM WITHOUT BEING ASKED

WHERE	WHAT THEY SAID	LINK

SCORE IT (FOUR OR MORE CHECKS MEANS BUILD A FIRST VERSION)

- [ ] People describe this problem without being prompted
- [ ] They have already tried to solve it and are unhappy with what exists
- [ ] At least one person said they would pay for a fix
- [ ] I can reach 100 of these people for free
- [ ] I can build a first version in 30 days or less

NOTES

Business Launch Checklist

The paperwork side of starting, in the order most people do it. Fees and rules vary by state, and none of this is legal or tax advice.

	STEP	DATE DONE
☐	Pick a name, then check your state's business database, the domain and the social handles	
☐	Form your LLC with your state (or the state you choose) and note the yearly report date	
☐	Name a registered agent for the LLC	
☐	Get an EIN from IRS.gov (it's free, so never pay a site for it)	
☐	Write an operating agreement, even if you're the only member	
☐	Open a business bank account and keep business money in it only	
☐	Set up how you'll get paid (Stripe, Shopify Payments, PayPal) under the business	
☐	Check which city, county and state licenses your work needs	
☐	Get a free DUNS number from Dun & Bradstreet	
☐	Pick a bookkeeping method and use it from the first dollar	
☐	Decide what share of each payment you'll set aside for taxes	
☐	Get one quote for basic business insurance	

QUESTIONS FOR A CPA OR LAWYER

Business Credit Tracker

Business credit is built by accounts that report your payments. Track each one here, and pay on or before the due date: D&B's PAYDEX score rewards paying early.

DUNS NUMBER

VENDOR OR CARD	REPORTS TO	OPENED	LIMIT	PAID ON TIME?

SCORE CHECKS

DATE	PAYDEX	EXPERIAN	EQUIFAX	NOTES

NOTES

Zero-Budget Marketing Plan

One page that says where you show up, what you post and how you will know it is working.

WHY I BUILT THIS, IN MY OWN WORDS (THE STORY PEOPLE REMEMBER)

PLATFORM 1 I WILL SHOW UP ON

PLATFORM 2 I WILL SHOW UP ON

COMMUNITIES WHERE MY PEOPLE ALREADY ARE, AND EACH ONE'S SELF-PROMOTION RULE

ONE LONG PIECE EACH WEEK, AND THE FIVE SHORT POSTS I WILL CUT FROM IT

THREE PEOPLE OR BRANDS I WILL ASK TO PARTNER OR SHARE AN AFFILIATE LINK

WEEKLY SCOREBOARD

WEEK	POSTS	REPLIES AND COMMENTS	SIGNUPS OR SALES	WHAT I LEARNED

NOTES

30-Day Content Calendar

Pick one platform and one posting time. Write the idea in each box before the week starts, then tick it when it is live.

PLATFORM

POSTING TIME

1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
6 ☐	7 ☐	8 ☐	9 ☐	10 ☐
11 ☐	12 ☐	13 ☐	14 ☐	15 ☐
16 ☐	17 ☐	18 ☐	19 ☐	20 ☐
21 ☐	22 ☐	23 ☐	24 ☐	25 ☐
26 ☐	27 ☐	28 ☐	29 ☐	30 ☐

Brand Foundation Worksheet

Answer these once, keep the page near you, and check new posts against it.

WHO I HELP

WHAT I HELP THEM DO

WHY ME: THE PART OF MY STORY THAT MAKES THIS MINE

THREE WORDS MY BRAND SOUNDS LIKE

THREE WORDS IT NEVER SOUNDS LIKE

MY THREE CONTENT PILLARS

MY COLOR

PROOF I CAN SHOW (RESULTS, NUMBERS, WORK)

MY ONE-LINE BIO

NOTES

Monetization Stack Planner

Stack income streams one at a time. Start with the one closest to your audience, then add the next.

STREAM	PRICE OR RATE	MONTHLY GOAL	FIRST STEP	START DATE
Tip jar				
Fan subscriptions				
Digital product				
Brand deals				
Affiliate links				
Services				
Other				

MILESTONES

$10	$100	$1,000	$5,000/mo
DATE REACHED	DATE REACHED	DATE REACHED	DATE REACHED

NOTES

Runway and Leap Calculator

Decide when you will go full-time before the decision gets emotional. Write the rule down now.

MONTHLY EXPENSE	AMOUNT
Housing	
Food	
Transportation	
Insurance and health	
Debt payments	
Phone and internet	
Business tools	
Everything else	
Total per month (A)	

SAVINGS SET ASIDE FOR THE LEAP (B)

RUNWAY IN MONTHS (B DIVIDED BY A)

CREATOR INCOME, LAST THREE MONTHS

MONTH	INCOME	SHARE OF EXPENSES COVERED

MY LEAP RULE (EXAMPLE: INCOME COVERS 75% OF MY EXPENSES THREE MONTHS IN A ROW, AND I HAVE SIX MONTHS OF RUNWAY)

Email List Launch Checklist

Your list is the audience nobody can take from you. Get these done, then send something every week.

- [ ] Pick one lead magnet that solves one small problem fast
- [ ] Choose a free email tool and set up the signup form
- [ ] Write Email 1: deliver the lead magnet and introduce yourself (send immediately)
- [ ] Write Emails 2 and 3 of the welcome sequence
- [ ] Put the signup link in every bio and at the end of your best posts
- [ ] Pick your weekly send day and put it on the calendar

LEAD MAGNET IDEA

WELCOME SEQUENCE OUTLINE (ONE LINE PER EMAIL)

MY FIRST 10 SUBSCRIBERS (PEOPLE I WILL INVITE PERSONALLY)

NOTES

Local SEO and Google Business Profile Checklist

For a local business, the Google profile often matters more than the website. Do both.

- [ ] Claim and verify the Google Business Profile
- [ ] Choose the most accurate primary category
- [ ] Set the service area, hours and phone number
- [ ] Upload at least 10 real photos of the work
- [ ] Ask your five best customers for a review, and reply to every review
- [ ] Put the service and the town in each page title and description
- [ ] Set up Google Search Console and submit the sitemap (enter just sitemap.xml)
- [ ] Make the name, address and phone match everywhere they appear online
- [ ] Publish one post a month that answers a real customer question

FIVE CUSTOMERS TO ASK FOR A REVIEW

CUSTOMER QUESTIONS I CAN TURN INTO POSTS

NOTES

Now fill one in.

Pick the page that matches where you are, write on it today, and do the first thing it asks.

The full guides behind every worksheet are free at socialmate.studio/guides, and the Complete Edition collects all fourteen of them with these worksheets at shop.gilgameshenterprise.com. If you need somewhere to schedule what you are about to post, SocialMate is free to start at socialmate.studio.

The door is open.
Joshua Bostic