Getting Started on Your Business Plan

If your business plan were to have *exactly* the impact you want it to have, what would that look like? Describe it:

What's your vision for your business?

What "business purpose" do you want your business plan to accomplish (if not already stated above)?

Choose a time horizon for your business plan.

What do you need to do to get organized?

How will you involve other people in your company?

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The Seven Centers of Management Attention™

The E-Myth Worldwide™ business success model demonstrates how key areas of business are interrelated. This model facilitates the strategic thinking necessary to work ***on*** your business, not just ***in*** it.

www.e-myth.com

Leadership: Develop your vision for your business
The core center that provides the direction and purpose for the entire business.

Marketing: Understand your best customers
The research and analysis of your customers that identifies who they are, where they are, and why they buy from you.

Money: Establish, track and maintain predictable cash flow
The financial side of your company. Controlling the movement of money within the business and creating the company's financial value.

Management: Assemble and motivate the right team
The way in which you manage people, systems and resources. Encompasses the infrastructure and culture of your company.

Lead Generation: Create awareness in your target market
The way you systematically attract customers to your products and services.

Lead Conversion: Create a predictable sales system
The conversion of leads into customers. Encompasses sales and the enrollment of clients.

Client Fulfillment: Deliver on your promise...every time
Delivering on the promises made in Lead Generation and Lead Conversion.

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Business Plan Contents Checklist

Mark the items on the listing below that you want to include in your business plan and add any other items that don't appear on the list. (If your contents are significantly different from below, it might be easier for you to create your own contents listing from "scratch.")

I. Introductory Elements

- ☐ Cover and Title Page
- ☐ Table of Contents
- ☐ Statement of Purpose of the Business Plan
- ☐ Company Strategic Objective and Strategic Purpose (may also include Core Organizational Values and Beliefs)
- ☐ Company Story

II. Overall Company Development/Growth Plan

- ☐ Goals, including Key Strategic Indicators and major business indicators
- ☐ Assumptions
- ☐ Schedule
- ☐ Budget and Sources of funds

III. Marketing Plan

- ☐ Marketing Goals
- ☐ Overall Description of General Market, Company Image and Positioning, External Market Forces (competition, laws and regulations, societal forces)
- ☐ Descriptions specific to different market segments:
  - ☐ Target Market Description (demographics, trading area, and psychographics)
  - ☐ Positioning, Sensory Package, External Forces, Marketing Strategy
- ☐ Quantification Plan, Reporting Vehicles

IV. Financial Plan

- ☐ Financial Goals
- ☐ Overall Financial Strategy, Pricing Strategy
- ☐ Description of Key Financial Systems and Reports
- ☐ Pro-forma Financial Statements
- ☐ Financial Summary

V. Management Plan

- ☐ Systems Development Plan
- ☐ Organizational Strategy
- ☐ Organizational, Leadership, Management, and Personnel Goals
- ☐ Management Strategy and Personnel (Staffing) Strategy
- ☐ Description of Key Management Systems
- ☐ Quantification Plan, Reporting Vehicles (how you'll measure and evaluate performance)

VI. Client Fulfillment Plan

- ☐ Client Fulfillment Goals
- ☐ Products/Services Descriptions
- ☐ Production Strategy
- ☐ Service Strategy
- ☐ Delivery Strategy
- ☐ Customer Service Plan
- ☐ Quantification Plan, Reporting Vehicles

VII. Lead Conversion Plan

- ☐ Lead Conversion Goals
- ☐ Description of Lead Conversion/Sales Personnel
- ☐ Description of Lead Conversion/Sales Process and Key Systems
- ☐ Quantification Plan, Reporting Vehicles

VIII. Lead Generation Plan

- ☐ Lead Generation Goals
- ☐ Description of Lead Generation Channels
- ☐ Description of Lead Generation Messages
- ☐ Description of Lead Generation Process and Key Systems
- ☐ Quantification Plan, Reporting Vehicles

IX. Other Unique Strategies and Factors (not previously discussed)

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Business Plan Development Worksheet

ITEM	ACCOUNTABILITY	DUE DATE

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Building Change into Your Business Plan

One of the most effective, yet most often neglected, ways of building change into your business plan is by identifying and then monitoring the assumptions that went into it. This worksheet will help you do just that. Make copies of the worksheet before you begin.

In the columns below, list your planning assumptions, the parts of your business plan that are affected by each assumption, and the indicators to watch over time that will tell you if your assumptions are correct. Then select the date when you will review those indicators to see if your assumptions are on track. At the time of your review, determine whether you need to re-assess those portions of your business plan.

If you do want to change your plan at that time, use the preceding Business Development Plan worksheet to identify each item, who will be accountable for revising it, and the due date.

Planning Assumptions	Parts of Business Plan Affected	Indicators To Watch	Next Review Date	Change Required?

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