

BUSINESS PLAN GUIDE

This is a guide and a working document. You can use it to create your Business Plan, and also use it monthly to see how well you have achieved your goals - amount of business done and income (gross and net). Also, it enables you to easily explain the plan to someone who is interested in your success - your boss, significant other, or your coach.

It is relatively easy to draft the plan so it is simple, uncomplicated, and meaningful

This is **not** a document for you to take to the bank for use in obtaining a loan.

The plan is seven pages long. They are described in the order they should be created:

Skip **Page 1** for now.

Page 2: Who you are and what you do. What your business is and what benefits the purchasers of your services (products) get when they buy from you.

Page 3: Who and what, *specifically*, is your market.

Page 4: How you are going to reach the buyer of your services (products).

Page 5: Projection of income, expenses and profit, on a monthly basis, for a year.

Page 6: Projection of the absolute best possible results you could obtain for the year, and a projection of a minimum acceptable results you would accept.

Page 7: This is a THREE-YEAR projection. Write a description of where you are now, and where you want your business to be in three years.

Now comes **Page 1:** This is a one-page summary of your business plan (of Steps 2-7). Keep it to one page.

Write in a clear and concise style/format, and have fun doing this plan.