

How to Write a Business Plan Without Pulling Your Hair Out or Slitting Your Wrists



7 Easy Steps to Getting It Done!

By

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PREFACE

Welcome to the wonderful world of business plan building. Building business encompasses a variety of activities, and they include developing who you are as an entrepreneur as well as what you want for your business. The combination of a positive mindset, strong core beliefs, and having a vision for your business that aligns with the vision you desire for your life is what will make you successful.

Building business allowing for its optimal success, begins with establishing a solid foundation for your business and designing a growth strategy that will look years into the future. Regardless of whether the future of your business changes, by establishing what you would like to see your business look like in the future will allow the forces of nature and the Universe to support you in your business success, and your business growth.

Whether you are just getting started in business, or you've been in business for years, writing your business plan now will put you on the path of success bar none.

Enjoy the journey through writing your business plan. In the words of one of my famous mentors, Brian Tracy, "Every business owner should have a business plan, and they should write it themselves."

While I'm not big on "shoulding" all over oneself, I hold to the truth of what Brian has said and it comes from my knowledge through study of the brain and the art of manifesting. When you set a goal (like what you're doing writing your business plan), you engage the forces of the Universe to bring about the success you desire.

To your Massive P3 Success!

PURPOSE | PLANNING | PROSPERITY

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Introduction

GETTING STARTED

In the pages of this short but powerful book, I'm going to share some quick and easy steps that any entrepreneur can take to write a business plan that will mark a milestone stage of success for you and your business. Whether you're just getting started in business, or you've been in business for years without a business plan, or you want to update the plan you did some time ago, this information will more quickly close the gap between where you are now and where you want to go in business.

Before we get started, I want to acknowledge and take a minute to celebrate you because in recognizing that you wanted to write a business plan to build your business, or at least find out what it would take to write one, you're here. You could have chosen to be in any number of places, and you decided to be here today ... You Are Amazing! ... and I want to celebrate you for that.

I know that your goal for being here is to hear what these 7 steps are that I've claimed are easy steps, and they are, so ... what are they? Let's jump right in ...

Let me give you a heads up as to what we're going to cover and then we'll get right into it.

First, we're going to talk about the layout of your business plan.

We're going to talk about what it takes from the standpoint of intestinal fortitude to get to completion of your plan.

We're going to talk about content and flow.

And because I also teach the Art of Powerful Manifesting, I'm going to share some things with you so that you can infuse your business plan with the power and energy to manifest what you want to see in your business and through your business plan for the years to come.

... Oh, and last but not least ... we're going to do all of that in 7 easy steps.

Here goes ...

Chapter 1 - Step 1

DEVELOP A PLAN OF ACTION

STEP 1: Develop a plan of action for writing your business plan. What do I mean by that? Writing a business plan is sometimes felt to be a very daunting task, and it can be if that's the way your mind sees it. Remember, what the mind sees and the heart believes, it is so. Well, sort of ... actually the mind is the controller, and the subconscious mind, the keeper of your beliefs, is what controls all. If you believe writing a business plan will be hard, daunting, and/or of little or no effect, it will be. Henry Ford said, and I quote ... "whether you believe you can, or you believe you cannot, either way you are correct." The same is true here. If you believe that this process, and it is a process, will be difficult, it will be. If you believe because numbers isn't your strong-suit, it will be the tough part. If you believe that you haven't done this already because you didn't feel it was necessary, well this teleseminar is not going to change that ... except, if you will give me a few minutes to explore the matter of your beliefs about writing a business plan, I can make this an easier process for you.

First, would you agree that if you have a plan for getting something done, it makes it an easier, less stressful process. Whether it's something as trivial as making a grocery list before going to the grocery store, or doing a check of what you're putting in your gym bag before you pack it, you won't forget that pair of socks, or your shoes. These are just a couple of things that I can relate to ... the planning is key and it's no fun when the instructor arrives at the gym without her shoes.

Well the same holds true for preparing for the business plan writing process. You want to have a plan of action for how to write it, which is what I'm actually going to give you before we finish this call.

Planning to launch a business is probably as difficult as launching the business itself, and the process of developing a business plan is simplified by several means which I will share with you today.

From a practical standpoint, a business plan is an excellent resource for understanding how your business will run. Along with it serving as a primer for what you might expect from the day-to-day operations of your business.

So you say, I've been in business for a couple of years now, or 10 years now, and I know how my business operates, and this is your opportunity to get it written down; to put it on paper and allow the Universe to support you in bringing to you, automatically attracting to you the resources, the clients, and the opportunities that will allow your revenue and your business to grow.

So Step 1, develop a plan of action for completing your business plan. Decide how much time per day or per week you'll devote to completing it. Decide if you want a 2 page plan, a 10 page plan, or a plan that adequately lays out what your business is and what you will do to make it the business you want in 5 or 10 years. Decide that this is something that you really want to do. Making that decision alone, it won't be hard to complete. It will take some work, but it's not going to be hard.

Part of what will be necessary is for you to acknowledge your mindset and your beliefs around the business plan, and I can honestly say, I think I've heard it all ... I've heard a business is not a business unless it's got a business plan. I've heard you don't need a business plan as long as you've got a strong marketing plan. I've heard that even if you just do a partial business plan, it's better than no business plan at all. I've heard ... my business is and has been successful without a business plan and I've been in business for years. Well, I would respond and say ... all of that is fine. There's just one thing that's missing ... and if you know like I know that there are certain relevant laws of the Universe, one of which is the law of attraction. There are so many others that are higher in hierarchy of Universal law, and there are those that are lower. If you want the Universe to support you at a higher level in your business, a business plan will get you there. Even if it is incomplete, what you've done in the parts that you've completed will allow the Universe to support you in that regard.

Now that said, there is a 7 step recipe, a formula for this which has the following ingredients:

1. Take 1 part define your reality ... what my business looks like now,
2. Add 2 parts desire to an end ... what do I want my business to look like in 5 years, or 10 years;
3. Add 1 part plan, what's my strategy to get me there;
4. Plus 1 part action, what's the plan of action and what do I implement first;
5. Plus 1 part review, assess what I've done, make sure I'm on track and keep moving forward;
6. Then, stir it up and
7. Finally, pour it onto paper, with the end result being your written business plan.

So as you start developing your business plan, set the intention, set your mind that you can do this. Get your mind set that you are going to do this. Get committed and you will succeed at undertaking this project. Know what the inspired actions are going to be and do it.

I've had clients say that they knew what they had to do, and they just couldn't get it done, and they didn't understand why they couldn't get it done. Well, I can tell you right now only 5 to 10% of the conscious mind actually dictates what we do or do not do. The other 90 to 95% is subconscious ... it's the unconscious mind that is dictating what it is that you will and will not do. If you know that you are coming into contact with resistance because of your subconscious mind, there are ways for you to move through that. One of them is just asking yourself to work with yourself to get this done.

If I sound like I'm speaking from experience, I am. There have been so many things that have caught me at the last minute and everything under the sun has happened including, some marketing on Facebook, or making that phone call that I didn't even want to make, but I would do that instead of doing this other thing that I needed to do but that I was subconsciously more resistant to.

So working with your subconscious mind, ask yourself for help. I would say, Lynn ... help me to get this done right now so I can get it out of the way. Some of you may not have that issue. Some of you might just be ready to jump right in and I'm totally there with you because once you get started, it gets exciting. Your business plan is your blueprint for structuring your future business. It's the

business guide that speaks to the vision and the mission, the core values and the future you want for your business. It's something that you'll want to look at periodically to see what you've accomplished in the milestones you've set for your business and doing the work of writing your business plan is the essential piece of your business' success. It's one of the most important steps to moving purposefully forward towards potential profits you may not have until then realized you could attain.

Once again, Step 1 ... Decide a plan of action for writing your business plan. Get your mind set, know how long you will want to take to complete it, and know where you desire to be in the 5 or 10 years because that's the plan you're developing.

Chapter 2 - Step 2

DETERMINE THE METHOD YOU'LL USE

Now for **STEP 2**: There are a number of ways that you can complete your business plan and each has some associated costs. **Determine the method you will use for completing your business plan.** If you're like me and many I know, there are a lot of things that you like to do and those are your DIY things. You just do it yourself. It's done. It's beautiful. It's everything that you wanted it to be and you're done. ... and know that DIY opportunities are huge in cost savings, but on the other hand, there is not saving on time, and that's huge.

There's a wealth of information on writing business plans, heck there's me doing this and giving you some valuable, useful information. There are places like Entrepreneur.com, SmallBizClub.com, and these are two sources that I use to get a lot of information, connect with a lot of resources, and the blog information that is out there is really good. It's well written and its great information. You can find a lot using online resources including finding the DIY templates to help you build your business plan. The downside, again ... you must spend the time to find these resources, go through them and select what you think might be the best for you.

So let me say, there's another way that I highly recommend using. And let me tell you why. One of my mentors, many of you may know who I'm referring to ... his name is Brian Tracy, said "every business owner should have a business plan and they should write it themselves." That supports writing your business plan DIY, but what's better in my humble opinion is doing it DIWH format ... Doing It With Help! You write the business plan, do a dump of information in the particular sections of a template format and then you allow someone, with edit authorization, to review, revise and confirm that your business plan is not only formatted, it flows in such a way that it makes sense and it's going to bring to you that which you desire, whether it's just your completing the business plan for your use, or certainly if you're completing it for use in aiding you to get funding. This is a less time consuming method of completion, although it is more expensive

than DIY, and it is still a large investment of your time. The huge upside to this method is that you have someone experienced that can take the information you outlined and ensure that your plan not only reads well, it will be a clear depiction of where you want your business to be in your 5 or 10 year timeframe and the strategy to get there will be clear and concise.

So again, you can do the DIY way, or the DIWH way, or there's a 3rd alternative, you can hire someone to write the business plan for you.

Now let's talk about cost. We already said that to do this DIY, you possibly obtain a template at no cost, or at low cost from \$59 to \$199, or you could purchase a program which would be a little more expensive, but your real cost here is the investment of time. The DIWH way will cost you time, maybe not as much as in the DIY, but you will have the additional expense of the value of an expert's time to review, revise and enhance. It's going to be a little more expensive than the DIY because you do want to get someone who is experienced at doing this, someone who understands what the business plan can look like to be in its best form and format. So you will want to pay for that, and that's a cost of anywhere from \$500 to maybe \$1500, but know that it would be worth it. Because you have poured your energy and desires into that business plan that someone has been able to help you to finalize it and you take the opportunity to do the final review and it is 3 things: (1) something that you completed; (2) something that you will use; and (3) because it's something that you know what it contains.

I've had people to ask me to write their business plan and in our discovery session, finding out about the business, I always ask if they've ever had a business plan. I've heard a few times ... I had a business plan done ... it was years ago ... or it just didn't turn out the way I wanted ... and it's buried in a drawer, in a file cabinet, on a shelf, in a box ... and my next question (of course) was ... may I ask ... how much money did you pay for that ... I wasn't shocked, but the answers were ... Oh, I didn't pay anything ... I did it myself, but it's not really what I wanted and my plan changed ... or, I paid ... and even some years ago people were paying some \$3,000 and \$5,000, which you could easily have to pay that even today. You could pay \$3, \$5 or as much as \$7,000 to have someone craft your business plan. There's a wide range of costs and in hiring someone to write your business plan,

you are less vested in it. If you've reviewed it, you may know what's in it, but I can honestly tell you because your investment of your personal energy is not in it, and the biggest connection is the monetary connection, it will not be engrained in you the way that it would if you as an entrepreneur, an artist, a service provider had written it yourself.

You basically have several ways you can get your business plan completed and each with its associated cost and you can realistically go from \$50 to \$5000 in cost depending on which way you choose to go. Know that there are a number of variables but having this knowledge you're now armed with a way to make this happen according to the things that are important for you.

Today, we're going to walk through the details of writing your business plan so that you will have something that's complete and then I'm going to give you some information about how you can get something a little more detailed, spend a little more time and a little more cost, and what you come out with is something that will be tremendously beneficial for you.

Chapter 3 - Step 3

TABLE OF CONTENTS & EXECUTIVE SUMMARY

Now let's jump into **STEP #3**: This is going to take us right into the components of the business plan and how you actually lay it out. **It starts with finding the appropriate TABLE OF CONTENTS to use.** I'm going to spend quite a bit of time referring to the Table of Contents because this is the ultimate guide to pulling together the information that you need to express what your business is all about. Again, there are templates for the business plan, which include the Table of Contents ... and I would say that if you're doing this DIY or DIWH, you want to find a business plan Table of Contents that you feel will draw out of you everything you want to see in your business.

There are several areas of the Table of Contents and I want to first talk about the process of developing your business plan utilizing the Table of Contents. The Table of Contents basically starts out with the Executive Summary, that is just that ... a summary containing a little of all aspects of your business plan, including things like your business description, mission and vision, how you will grow your business, and your keys to success. These are the things that will make your business a success, including you and your expertise, your business connections and more ... the things you use as reasons for the business being successful over the next 5 years, or 10 years if that's what you're focusing your plan on. Your executive summary will also contain a summary of your financial story, and the reason for the business plan.

Next, there's something I want you to understand about **building the Executive Summary** ... it's a summary ... 2 maybe 3 pages in length and I highly recommend you complete it last. Why last? When the summary is in the Table of Contents at the beginning of the business plan? Do you remember any of those text books you used to read in school? Where was the summary of the chapter of the book? Yes, it was at the **end** of the chapter and that was for a reason. It was a summary, a recap of the chapter and that's what I want you to think of the Executive Summary as. It's the recap of the plan, and includes a small piece of almost every

portion of the business plan, and it should end with stating the purpose of the plan.

Until you've written the details of your plan, don't attempt to write the recap. You are at risk of having to change it as you complete the details, or not changing it and causing a conflict in the information in your business plan. So just hold that space and focus on creating the meat of your business plan first.

I've written a lot of business plans and when I first got started, I followed the Table of Contents and wrote the Executive Summary first. Heck, I took a class and was taught to do it that way. Over the last few years, I've changed my methodology and I've begun and do it the way I'm advising you here, and I've begun to teach it this way in my seminars and coaching. I have to say, I have saved myself and others tremendous amounts of time, effort and grief. It has allowed a flow and ease that for me is unparalleled in comparison to the anguish over having done the Executive Summary first and it requiring subsequent change.

Completing the Executive Summary last eliminates any possibility of contradiction, of de-emphasizing things that should be emphasized, and emphasizing things that one may no longer want to draw as much focus to. Because of this, the need for any changes to be made has been eliminated.

It will even be an easy copy and paste of the pertinent information into the Executive Summary from the various detailed sections of the plan.

Do yourself a favor and try it this way. Craft your detail first, concluding your work with pulling in the important information you want in the Executive Summary last, Do this and you can let me know how things flowed for you.

Chapter 4 – Step 4
BUILDING THE MEAT OF YOUR PLAN
The Beginning

Steps #4 – 6 will take you through the process of building the meat of your business plan. You will see how these parts become the meat that when cured in the thinking process, gets well-seasoned in the writing process, and then cooked in the process of making the sections flow, your business plan will have great energy and will inspire those who read it, including yourself, to clearly see the vision and the strategy that you have planned for your business success. Please note that it is not my goal to offend anyone who might be a vegetarian by making reference to meat in my discussion of the meat of your plan. My intention is to draw an analogy such that you will see that a well-planned meal has a portion that is generally meat. Whether you're preparing fish, or chicken, or red meat, the process is the same. Just like in business, whatever the business, a business plan and how you build it is the same. If you're a vegetarian, this may refer to the entire meal. Either way, the business plan building is a process much like building a healthy meal.

Also consider that even if things change along the way, the change in your strategic plan will undoubtedly be in the fact that your plan has been accelerated, and/or your strategy has been taken to a higher level, resulting in the monetary goals being met sooner and to a higher degree. Abundance is attracted to the plan for abundance and has the ability to show up for you in a way that is much greater than your plan might have imagined. Wouldn't that be great?

These three steps are also broken into sections so that you can readily identify the parts of the business plan that are necessary to be built. This system is set up to make this development process easy to understand and easy to do.

Now, let's discuss **STEP #4**: the actual **building the meat of the business plan – your beginning**. This part starts with the section that contains the **Company Description [Section 1]** and includes: who owns the company, when did it get

started, how did it start ... bootstrap or funded, what kind of entity is it, do you as owner plan to change the type of entity of the company, say from a sole proprietorship to an LLC or an S-Corp, is it a start-up, what is the business focus (is it a service business, do you sell a product, a few products, are you an artist and you are your business)? You'll have a section where you discuss what the vision and the mission of the company is, the milestone goals that can have a significant impact on the vision of the company.

If you're a start-up, this is where you talk about how your start-up came into existence, where your company being in existence meets a particular need or service, or solves a particular problem.

If you're an artist, this is where you begin to draw your desire to market into the musical arena and to play in venues or be the songwriter, and what that looks like. Stating your goals and the reason you're in business is what all entrepreneurs are doing in this process. It's no different for an artist. We are our businesses to the extent that our business is our desire, a channel for our passion to flow towards manifesting our desire to help the people that we serve, and in return derive revenue from the services we provided, the products that we provide.

In the company description, you want to outline and discuss all the information pertaining to your business including how you will structure it if, and when you experience growth.

In **Section 2** of the plan, you want to discuss the **Vision, the Mission and the Overall Goals** of the company and the plan for growth. It's the how you see yourself going from where you are not to where you want to be in 5 or 10 years. You state this in broad terms because as your plan develops, you'll be able to state the details.

Then you move on to **Section 3** where you describe your **Products and/or Services**. If you're a product based company, you have product parts that you obtain from various vendors. For instance, I have a client that has a gift-basket business and in that business there are supplies that need to be purchased so she can make the custom baskets ... everything from the basket to the straw to the

custom items, bottles of wine, or coffee, or whatever ... and those are suppliers and you have cost of goods. You want to not only talk about the relationships with those suppliers ... are they internet based and thus you get your goods at excellent pricing, or are they local and you use local for the convenience of quick access. You want to talk about how you are set up now with the structure of your supplier chain, and how you might change things in future when demand for your products increase, and you can possibly add staff to assist you with meeting that demand, and maybe you use more of your online supplier goods, versus your direct relationships. Those are the details that you discuss in this part of the plan and the process of your supply chain operations.

For a service business, an artist, a musical artist or a visual artist, this is where you talk about yourself. This is where you talk about what you provide. For instance, if you're a sculptor, and you'd like your business plan to reflect that you do your own sculptures, you talk about how you produce your products, where you obtain your supplies ... whether or not you only do commissioned work, or it's a combination of producing product and also seeking to do commissioned work, whether it figurative or expressionistic work. This is your opportunity to discuss these aspects of what you do and how you provide your services.

And as a musical artist, it's the same. This is your opportunity to discuss the kind of music you produce, the genre, the audience you've captured or want to capture, down to the venues you want to be in.

For a service based business, again the same applies. This is where you talk about what you provide for your customer and client base. This is the part of the business plan where you define what you do and what you offer, and it's where you can come to get the information in order to devise any new offerings you want to make for marketing purposes. This is how you build business ... you see all the opportunities here and you define when you will offer them if you're not already doing so, and you plan to introduce them in connection with your plan.

So the products and services portion of the business plan is where you actually talk about what it is that you do and a little bit about who it is that you serve.

Chapter 5 - Step 5

BUILDING THE MEAT OF YOUR PLAN

The Middle

Further development of your business plan involves who you serve, your clients and the industry, and/or local environment your business will operate in.

In **Section 4, discuss the market component of the plan, your market analysis.**

This is the area where you actually define what overall market industry you are a part of, where you fit in the industry, what segment of that industry is operating in your local market, and then identify who your direct competition is. You must know who your competitors are, and be able to identify if your competitors are at a level below, in line or above you in a comparison of your offerings. Knowing your direct competition, if you haven't already done it, help you define who your target market is.

I know for many people, this is an area of potential struggle and mainly because it may be a business where you want to say ... the world is my target ... or everyone or every business is my potential client. Actually, while that may be true, that's not the case. Here's why ... when it comes to bringing clarity and definition to your business, you cannot make exclusive marketing material that will solve everyone's problem. And, even if you could, what would allow you the biggest opportunity is to focus on a single type of clientele or customer, and develop a marketing strategy for them ... this becomes your niche.

I recently have aligned my business with a production company. That production company actually caters and builds programming around musical artists. Those artists are in a particular genre of music called the Blues. That is the thought process you want to go through when you think about niche.

For what it is that I contribute as far as business acumen, an artists is themselves, their business. You can think about it in terms of what kind of music do I play or sing, what genre am I in, who's my direct competition because that would be in

my local area, who's my indirect competition, and that would be someone outside of my local area, and possibly because of the industry or the work that you do, you have an international market, an international arena to play in, but you still want to narrow your market down to something that might feel like tunnel vision.

Now I say that, and that goes for everyone ... products, service, artist ... that goes for everyone because when it feels like its tunnel vision and you can focus on addressing the needs of that particular person, you've allowed yourself an opportunity to develop something that specifically speaks to them, and something where others will see you from outside of that tunnel and they may decide that because of the nuances in their own business, that you are a fit for them. They can see that you have what they need and they will be drawn to you that way. They will see you as someone they want to bring into their circle of influence and expose you to their world.

Think about your market in terms of 3 levels and that the larger market, whether it's global or national, and then it comes down to a regional opportunity, and then you're in your local market.

Also, in this section of your business plan, you want to talk about your competition in a little detail. You want to discuss what your competitive advantages are, your competitive disadvantages, how you compare to your competitors. There are a number of ways you can actually do this ... the best of which is a grid that gives a visual as to where you stand along with your competitors, outlining the similarities and the differences between you and your competitors, or you can do this in a narrative format. You want to identify at least 3 competitors and because you are making a comparison, the best method of easily showing your status in comparison is through the grid format. You can show things like location, how long in business, number of employees, or whatever the actual best elements for comparison are. Seeing the information in this manner is the easiest and fastest way to deliver the information.

In this comparison process and in selecting your competitors, you want to select 3 businesses who are like you, and by that I mean ... they are about the same age as you, about the same size as you. If they are not, there are other ways that they

are like you. Looking at your competition, you can summarize yourself and talk about what the comparison has provided you in realizing where you stand amongst your competition. Then you want to talk about the things that you can do, or that you are doing, or that you will do that will put you in a better position competitively and give you a higher competitive edge... put you in the frame of being the market leader.

That's the discussion you want to have after you've outlined who your competition is, how you compare to them, what the result is of what you saw in the comparison analysis, and what the benefits were for doing the comparison for you. This is your relaying where you stand after a thorough review of your competition.

Now let's move to **Section 5 where you talk about your marketing and sales strategy**. Here is where you can start of talking about the statistics in the market, your competition is doing this, and what gives you the competitive edge is a strategy that is built around the following: networking, direct mail, social networking. It reminds me of one of my clients who is a holistic practitioner. We actually sat down and talked about some of the things that she could do to build her business, one of which was ... she enjoyed doing her energy work with active seniors. So we talked about identifying where the active seniors are, and how she could get a group of those active seniors together to talk about a topic of interest to them, and then have the opportunity to invite them into further conversations with her because there is no doubt that you will have talked about something that is either or interest to them or something that they have a concern with that you have a solution for. And we talked about how to close the sale when in the various marketing conversations. Doing that increased her business 3 fold in 60 days.

Now that goes across the board too, if you're an artist and you're looking at devising a marketing strategy to get exposure for your artwork, or your musical endeavors ... you first have to have something to display or samples of your musical product in order to have something to share. Then you can go to locations to meet and greet people to get this exposure. And if networking is not

something you have the time and/or inclination for, then figure out a marketing strategy that will suit what you need to get the exposure you want.

This goes for service businesses as well. The goal is to allow people to experience you. To get to know, like and trust you and when they do, they will extend that farther.

So networking is one tool in your marketing strategy toolbox. If you do presentations, if you have video, or as an artist if you have video or an album with photos or actual samples of work, these can all be a part of your marketing strategy. For the musical artist, it may be a little more difficult to have people experience you, and if you are brainstorming for exposure opportunities, there are events who are looking for singers to do the National Anthem, and other things may arise as you get out to meet people and people learn more and experience more of you. One of my clients is a minister and I happened to mention that there are so many events that look for people to open an event or close, or both with a prayer for them.

The key to networking is that every intent and goal must be around making contact to get to know people so you can build on the relationships. There are so many ways for you to express you and determine how you are going to market yourself and your business.

With that said, there is also a **strategy to build around how you will sell. Section 6** also contains your **sales strategy**. This is where you convey how you will sell your products and/or services. This is not only a methodology and a process, there's a piece of that which requires you to think about what you want to do.

I'm an author, I've written a book and I have several hundred copies of that book and my goal is to sell a certain number of copies of that book every month. So what's that going to do for me? It's going to do a few things, including help me get my name out there, it's going to help people understand why I'm so passionate about this subject of developing a business plan, and it helps people to see that I am possibly the person that can help them. And that's all you can do. In all of your marketing, that is your goal, to let people know how it is that you can help them.

Your sales strategy is around the conversation that you have that closes the deal. And with that said, I hear you saying now I'm not a sales person, I don't want to be a sales person, I don't want to sell ... and that's all well and good. Now let me say this ... if you are an entrepreneur, if you are in business, you are in sales. So, what you want to now think about. ... and it's something we talked about earlier that part of this entire process is around mindset ... this is where mindset and beliefs come in as well.

I know there are people who say they would rather stay on the creative end of everything that they do. They don't want to think about having the conversation about closing the deal. So how do you handle that. If you don't have the conversation, you aren't closing any sales ... you aren't going to be in business for very long, not to mention you starve.

So there are a couple of things you can do ... one is to develop a strategy where you hire someone who will do your marketing for you and close your sales and get you booked where you need to get booked. Whether you're a singer or a speaker, or a guitar player, that's an option.

Another option is you can learn how to sell in a means and a method that is acceptable to you. I'm not going to say I used to sell used cars, because I didn't sell used cars, but I did sell resort real estate. If you've ever been to one these timeshare demonstrations and sat with a salesperson who basically had her script memorized, and was closing everything with everyone who could afford to make a purchase, that was me. That was something I loved. It was fun, it was easy, you got your objections, and you wanted to know when the objection was not to be overcome, but there was always that one last question and sometimes it was enough. It was about pushing the right buttons and triggering the emotions that caused the dreams to flash in vivid Technicolor and deals closed and I was passionate about it. The process was script oriented and once I knew the script, knew some key things to overcome some objectives, I could be me, and trust me I didn't push like many because I understood the value of establishing rapport and fueling a dream. For me the sale was a perk to help people buy a resort vacation that barring they could afford it, it made sense and was a great way to vacation.

Now let me speak to the objection that I can't afford it and I only came because I wanted the free stuff. Well there was one last thing that I did, which I hope for those who truly couldn't afford a timeshare but knew it made sense, it at least educated them. Second, if it was something they wanted, they saw a way to make it a milestone goal and purchase at a later date. But the other question ... the last question I asked was about making a commitment to yourself, and if you had kids, to your kids if this was a great way to vacation at an affordable cost, would they commit to investing in themselves ... sometimes a deal closed after asking that question, and I was happy ... not so much for the commission, although that was great, but for a family who found an economical way to vacation that was timeless.

In light of my recalling about asking those individuals about making a commitment to themselves, to invest in themselves, let me ask you ... what is your commitment to yourself that will cause you to re-evaluate your selling position, and open yourself up to a new way of selling so you can adequately market your business ... whether its taking a class to learn a new elevator speech.

A friend of mine is a hypnosis practitioner and I'm studying for my certification now and learning some great techniques ... and she does work around developing your elevator speech, making it comfortable and flow with ease. And having a 15 second or 30 second elevator pitch is key for all of us in business, and many of us stumble over and sometimes lose business because we just did not have it in a way that ended up it being a useful sales tool.

A couple of my mentors, Jesse Koran and Sharla Jacobs have developed and deliver a heart-selling training program. And I love it because it's based on the 5 natural elements and they teach you a way to actually align with your elemental strengths and develop a conversation around selling ... yourself, your business, your products, and your services that you basically feel totally in alignment with. I would say that it's easy to write a sales strategy and if you're the person who's going to implement the sales strategy, then you want to be in alignment with doing so.

You can't develop it and say you're going to do it and then say you're not going to get it done. You will have and be in a struggling business until you come to the

realization that there's a level of incongruency and there are easy ways to get connected with yourself ... your conscious and subconscious minds, and allow yourself ... give yourself permission to have the sales conversations that feel good for your heart and will bless your soul.

I know that this is a widespread thing with many of our own businesses, and this hold true mainly for women entrepreneurs, which brings me to another change in the methodology of how you want to build your business plan ... and that's with the use of milestones and milestone goals.

I love goals and the achievement of goals, but milestones have a different kind of energy associated with them. Milestones bring about opportunity. With milestones there's a level of recognition that brings conscious and unconscious together to celebrate after evaluation. A milestone moment can be anything from recognition, a very intangible thing, to the tangible where there's hundreds of thousands of dollars in your bank account. ... Both of which carry an energy that supports forward movement.

Goals, and this is where I draw the line with establishing goals and milestones. I think that goals ... maybe I should write a book about this ... or at least a blog ... goals have a finite connotation, a finite energy. For instance, you've set a goal, you reached the goal. If you don't have another set, you're stuck there until you do ... it's an end point, whereas milestones, on the other hand, are established levels of accomplishment that carry you in forward motion onto the next milestone. They are like plateaus or rather as I relate to a Bible reference ... milestones are the "going from glory to glory to glory".

With a milestone you don't necessarily have to stop at that plateau for any period of time longer than just to recognize that you've reached it. Once that milestone has been reached, you then just move to the next. It's a more free flowing energetic sense of building on milestones versus goals.

Now I know that we've all heard the wisdom of goal setting ... you have to have them written out and they must be measurable, time based, specific, achievable, reasonable and more ... and you've probably heard about the study of the Harvard University class of 1973 and the goal setting study that was done. If

you're not familiar with it, Google it. You should know this. Well 100% of the class was interviewed and it was determined that 70% of the class did not have goals ... they just knew as a Harvard grad they'd be successful and that's all that mattered. Well 27% of the class only had intrinsic goals ... they knew that at a certain point in time, they would be here and doing this, or at a certain point in time that this or that would have been manifested in their lives ... they had goals, they just weren't written. And the remaining 3% of the class actually had written goals. ... and 10 years later they interviewed the class of 1973 here's what they found ... that original 70% of the graduating class did quite well, they were very accomplished and you would expect no less ... they were Harvard grads and they were going to do well, and they did. The 27% of the graduating class did a remarkable 10 times better than the 70% ... what's even more remarkable (or not) is that the remaining 3% did 10 times better than the 27% and they did it in less time and in greater depth ... do you get that ... 10 times greater than the 27%, faster and at higher levels ... that's called the amazing power of goal setting.

And trust that goals have power, and there are many who talk about being part of the 3%ers, however milestones being goals with a higher vibration energy have more power ... we're going to talk more in milestones. I want you to be 3% with having a written business plan, but be part of the higher end of the 3%ers by using milestones in the content of your business plan as you develop the strategy to move your business and grow your business. That is a key element we talked about in **STEP #5** developing the detail content, the meat of your business plan.

Let's do a quick recap, so you can see how far you've come.

Step #1 – Develop your business plan by deciding, committing and doing what it will take to get it completed.

Step #2 – Figure out the way that you want to complete it, and now you know there are several ways to do that and the associated cost, you can do it yourself the DIY way saving cost but committing to the time, or you can DIWH do it with help and spend a little more so you can have someone cross the t's and dot the I's and make sure it flows for you but that you're vested in having written all of the foundational information, and you can hire someone to do it for you , which my

only suggestion there would be that you pay close attention to working with them so that business plan is truly an expression of you.

Step #3 – Create a Table of Contents that will adequately depict your business and consciously hold the development of your Executive Summary until all of your detail has been completed.

Step #4 – Build the detail writing of the business plan, the meat of the plan, the beginning: your company description is the first part of your detail, your products and services is the next part,

Step #5 – Build the detail meat of your plan, the middle, that includes your market analysis summary, and then your marketing and sales strategy. Remember, this part will take some research.

Chapter 6 - Step 6

BUILDING THE MEAT OF YOUR PLAN

Next

MANAGEMENT STRATEGY / FINANCIAL PLAN

With that said **STEP #6** is the part of your business plan that talks about your **Management Strategy and following that your Financial Plan.** These components, as with the others, have a direct bear bearing on each other, which you will see more clearly when we talk about the financial strategy.

In the management strategy you're going to discuss about who is running the company; what the process flow is; whether clients see seamless interaction, and if so, how that happens. This section includes your personnel plan; the number of employees; whether they are full-time, part-time, independent contractors; whether you are in compliance with any laws, rules and regulations in your industry; and basically what your management growth plan is that tracks with your business growth plan. Because you're talking about your business plan being a depiction of where you want your business to go, when you talk about your Vision and Mission in the Company Summary piece, you want to develop what your business is going to look like over 10 years.

You can do this over 5 years and make this a 5 year plan, which is what most people do because they like to think of it as more of a compact opportunity. That said, I would suggest that you make it a 10 year plan, but you focus the plan and the discussion in the plan mainly around the first 5 years as to how you will manage the growth and the team that you have or will have who will be your support.

Whether you're looking for funding for your business or you're going to do this plan for yourself and the Universe to support you in it, you can talk about the

efforts that will be put forth in the 1st 5 years that will get you to achieving your 10 year milestone goals.

So again, this section of Step 6 is focusing on who's running the company, and how the company is going to be run, and you want to address if there is a hierarchy in executive management, or if you're a solo-preneur you basically wear all hats and you want to talk about how it is that you basically do your business. For instance, saying something to the effect that ... "As a solo-preneur there are several aspects of the business that get focus on a weekly basis. All functions are scheduled and handled according to the schedule and while outside resources are not being utilized at this point, it is anticipated that bookkeeping and web-based marketing resources will be engaged and contracted with by the end of 2013. Outsourcing these tasks will provide the owner with the opportunity to shift effort from these areas into more direct marketing that will result in more clients and revenue, along with the planned increase in revenue from virtual programming that will be put in place, capitalizing on the web-based marketing opportunity."

Maybe your growth strategy discusses hiring employees in year 3 and you simultaneously want to engage with a 3rd party human resources firm to manage the employee relations aspect of the business so you don't have to hire a full-time HR Director and still have to have someone else do payroll.

These are the kinds of things you want to talk about in your management summary and it needs to align with your growth strategy. If you're a \$100,000 revenue business in year one, what's your planned growth and revenue projections for year 5 and year 10? And ... you want to speak to your management strategy and your management team, or if it's just you and outside resources, you want to talk about why those systems will work and why it's a good practice in consideration of the anticipated growth. You want to speak to your management team, whether it's you as CEO, or you have a team, that will be the catalyst to drive growth, as well as sustain the growth that has been achieved and what that level of sustained growth might look like and the impact to management of the company. If your discussion around current management

and management during, managing and sustaining growth is strong, you will have positive results.

And then you move from here to your **Financial Summary**. Let me talk a little bit here before we get into the financials because one of the things I've had clients and others say is the financials piece is the hardest. It's so cumbersome and how can I project what my business is going to do? Isn't that a lie or at least a huge fabrication? Let me ask you this ... if you plan a vacation 6 months in advance, or you plan it for some time next year, or it's that dream vacation 5 years from now, is that planning a lie? ... You don't know exactly what the cost will be, even if you have some up-front costs now, say for savings, or that down payment. Even if you know what some of the costs will be, you're making some calculated assumptions about the cost in the future, you're projecting what your ancillary costs might be at the very least. So I ask you ... would you consider that a lie? Well, it's the same in your business with your financial projections. They are calculated assumptions, they are best estimates being put forth to show what your financial position could look like, and certainly not so far-fetched that they would be considered a lie or a misrepresentation.

If you're a start-up company, you'll talk about your start-up funding and whatever important assumptions were necessary to be made as part of your start-up. You'll also have a financial analysis called a "Breakeven Analysis" which you probably know, but it's the analysis that shows the total, bottom line cost to operate your business. This is the amount you must earn each month to stay in the black and out of the red.

You want to continue to look at that break even analysis because you want to know what your underlying costs are in operating the business because you want to earn revenue that is greater than that number. Now that takes us to some real work around the numbers. There are a lot of financial templates out there and I even provide a template for my clients that they can draw up their breakeven analysis. There are templates for monthly financial reporting that will roll into quarterly and annual reporting and if using an accounting system ... Quickbooks, or whatever, I actually look at reports with my clients and use their system for

establishing the financial projections that they will need. And this applies to you whether you're a start-up, or if you've been in business for a while.

Your monthly reports are your budget, or cash flow reports and your balance sheet. The data in your budget or cash flow reports that are the projections that we spoke about earlier. I even take this a step further and roll out the blueprint portion of the reporting which matches your budget against your actual revenue and expenses. These reports will compare what you set up as a budgeted amount by line item and you will see next to it the actual amount you've processed. This report will let you know if you've overspent or underspent in every line item so that you can do more to attract the revenue and/or more consciously manage your expenses. It's very good to use to evaluate your revenue as well as your expenses monthly, quarterly and annually, to confirm that you're moving in the right direction to reaching your milestones and accomplishing your marketing and sales strategies.

... and if you're not on track, knowing these numbers will give you a huge advantage to tweak or do something more or something less to bring things in line. There are various ways for you to determine when to do something more, or something less on a line item basis to get and stay on track, and this is where I give a shameless plug for business coaches. If you need guidance around that, find the business coach that has the knowledge to be able to assist, attend a workshop, or at least reach out to engage someone to help you understand what's actually happening and give you some ideas about how to empower yourself and take charge of it. Your financial section and the associated reports and actions you must take is like you driving a gorgeous luxury SUV and when you know that you need to stop and check the map, you put your foot on the accelerator instead.

So what do you do when you have expenses that are not planned expenses? Are you considering that in your budget? You may or may not have questions about what the expense line items might look like in this, so let me just give you a few of them ...

Office supplies, rent, utilities, taxes, salary, and more ...

Another one is insurance and if you are someone who occasionally does events, you want to add a line item that says event insurance. ... and here's a rule of thumb about event insurance ... If you're only going to do one event per year, purchase insurance for that event. If you are going to do 2 or more events per year, purchase a policy for a full year, or at least the 3 months or 6 months that covers the timeframe for all of your events. I recommend you have event insurance for the full year. There's a saying ... It's better to have it and not need it versus need it and not have it. What you don't want is to participate in an event, have something unexpected happen and you get sued, and you're thinking my business insurance will handle it ... or my homeowners insurance will cover it ... neither will take care of you ... only event insurance. You can get an annual policy for as little as \$125 and up and it depends on what your business is and, of course, how long you want it ... an annual policy is the best buy.

Here's another one ... life insurance. Every entrepreneur should have life insurance. Now I know that this is a delicate subject, but let's go there for a moment. You can get coverage in an amount that's just enough to pay your funeral costs and your business related debt. At least do that. What you don't want is for any of your business obligations to attach to your family to settle. It happens and it can be prevented. Have the wherewithal to maintain insurance to cover you and this exit strategy from your business.

This is one of a few exit strategies, but let's talk about this for a minute. Say you've made better than you 10 year plan for your business and you're doing exceptionally well and you want to sell it. Could that be a good exit strategy for you? You are in a position that you want to buy another business, or you want to align in partnership with another business, either of which could be a great forward thinking strategy and any one of these could be a viable exit strategy for you. Think about these things and I've talked to many an entrepreneur who has admitted that they hadn't given it a thought, but here's something to think about ... network marketing businesses typically think of that for you because in most instances residual income is inheritable, and you generally only have to name a beneficiary, however, if you don't have a will, there are some serious complications even then. What you want to be aware of is if you're a brick and

morter business, and a business entity, you want to have things put in place to take care of what you want for your business should something happen to you.

I can tell you some of the horror stories of businesses that have caused issues for the family upon someone's demise. Do yourself the favor of putting it in writing what you want to happen to your business in the event of your demise. I don't want you to say, oh my spouse will handle it, or it's just me, but there's some relative that will either get benefits or get nothing because Uncle Sam got it all, or the possibility of your spouse becoming a partner in a business that they know nothing about and while the partners were friends, at the time of the business partner's death, the spouse couldn't deal with what was needed in the business and it caused some complications that tore the family friendship apart and even more so when they tried to settle with the partner buying the spouse out. Of course the spouse thought the business was worth more than the partner was claiming. Don't let it get ugly, get it settled, while you can and while it is a difficult thing, it can be done easily.

So two things, (1) put an exit strategy in your business plan and consider how you want to exit your business if you want to at all. Whether you're in a partnership, or a joint venture, make sure there is an exit strategy incorporated into your documentation. Define what the exit strategy is going to be. If there's an affiliate agreement, there's not too much to be concerned about. If there's no money being made, there's no affiliate compensation due. So it may even be that what you put in your business plan may be what gets utilized to determine what happens to your business upon your demise.

(2) Have a will ... even something simple that will protect your heirs and ease the pain of their loss. And this is where you stipulate whether you want your business to go to family to continue operating or to maybe you set it up with instructions that they sell, generating cash for distribution among your heirs? Either way, these are your wishes and they will no doubt appreciate you for it.

I mentioned that it's very inexpensive to get a will and if you need some guidance, contact me and I'll give you some information

So let's bring this home now. You will definitely want to have these pieces as part of your financial plan ... you want to write this down ...

If you're a Start-Up, have your start-up funding summary and a table that shows all of the line items that you spent money on to get the business started. The Start-Up Summary is the statement of your equity investment of the start-up. If you're looking for start-up funding the line item table and list are the things you need start-up funding for and the dollar amount for each line item. And you're going to put important assumptions about how it is that you've determined you actually have these financial needs.

Now for every other business, you want a breakeven analysis. What's it cost you to operate? ... and that's the bottom line ... that you know what you need to bring in on a monthly basis to breakeven in your business. And know that the revenue you want to create you want to be substantially more than that ... from double to triple, even quadruple and 10 times more than that, which would be Excellent! I'd love to see a plan that shows that you if not you can do that, you can grow to that.

Then you want to have your profit and loss statement. And if you've been in business, you know what your P&L statement is, and if you're just starting in business, it's speaks mostly initially to your equity position.

Whether you've been in business or not, you want to have your cash flow projections. If it's a 10 year business plan, and your speaking specifically to the first 5 years of your business, or the next 5 years of the business, you want to have the detail of the projected revenue, projected expenses, and projected cash flow of the business on a yearly basis for that 5 or 10 year period.

I typically will cut it off at 5 years, although if you're in the market for funding, there are some funding sources that want to see the 10 year projections.

And then there's your balance sheet, which will basically be an indication of what your equity position is going to be in the company because in these projections, you'll want to show what it is that you're paying yourself as a salary; and if you're a corporation, and you've got any distributions to be paid on dividends to

stockholders, then you need to have all of that outlined and that will be detailed in the balance sheet.

The last thing on the financial plan is ... and you can either put it in the management summary or the financial plan, but it's going to be your exit strategy. You typically see it as part of the summary of the financial plan because you can speak to reasoning behind the exit. Again, I talked about in the event of demise it kind of doesn't matter where your business is for that scenario to play out, however, there could be a scenario that in 5 years, if your business is considered to be of significant value, you may want to sell it and retire and go on those vacations and travel the world. That could be part of your dream.

Your business is your channel for the Universe to supply funds, supply revenue. And it is the vehicle for you to provide products and/or services to a market segment that will solve a problem, provide something that's missing, or enhance lives.

Chapter 7 - Step 7

BRINGING CLOSURE TO YOUR PLAN

And with that said, **the final piece of the business plan and the 7th step is your Closure**. What do I have to do to finish this business plan? Well, making sure that all of the pieces flow is the first thing. Then review and revise it to make sure it is written grammatically correct, and it's formatted correctly. Do this right! You won't regret it. Double check it to make sure there are no spelling and formatting errors in it, or have someone else proofread it. Make sure that if you've used any tables, graphs or charts in the plan, that they are noted in the Appendix and they are listed as they appear, including table, graph or chart number and name, along with the page number and they are a part of the Appendix. So, yes, they are a part of your detail section in the plan and they are in the Appendix as well.

Then, last you **complete the Executive Summary**, which is going to be an easy task after the work you've put into the business plan. So you've basically set up the outline for your Executive Summary in the following manner ... Company Overview, the Business Objectives, the Mission and Vision, the Market and Marketing Strategy, Management and Key Success Factors, the Financial Summary and the final statement being the Purpose for the Plan. If you outline things in that order, you can pretty much go through the detail in your business plan to draw out the most important points to go into your summary. The Executive Summary should be 2 pages ... 3 at the most. 3 pages and you're good because it's a summary of the key points that are outlined in your business plan that if someone wants to see more information about, they will know where to go in the plan to get more information. The only way your Executive Summary will be more than 3 pages is if you have some beautiful, relevant and colorfully expressive graphics. Those pictures that are appropriate for a business plan, and you want to have some.

To have a plan filled with only words, tables, charts, and graphs can be a bit boring, so liven the plan up with the appropriate pictures ... not clip art and only those pictures that flow with the content and context of the plan. Maybe the

pictures show what you do in your business, or they are pictures of some of your products, and if you're a service business, maybe some faces of happy clients with a short (really short) testimonial sprinkled in. ... and the very last thing is your cover page and binding. Well, that may have come first, but let's look at it last because it's the face of your business plan and should depict that you have something of value on the pages to follow. Make the cover a value add with the business name, the full address, phone numbers, including fax, the web address, and the contact person, generally the CEO, or owner of the business. If there's one picture that says the best thing, or if it's just your logo, let it stand as being the best face for the business plan for your business.

For your binding, you want something to secure your plan in. Remember, it's a valuable document and while you can have it in pdf format, you want a printed copy that's nicely bound with a clear front to you can see your cover page, or if you put it in a 3-ring binder, use one of the binders that you can put your cover page in the clear front slot on the outside of the binder. You also want that page as the 1st page of your plan inside the binder.

Chapter 8

RECAP AND REVIEW

At this point, you've gotten the 7 easy steps to building your business plan so let me run through them again ...

Step #1 – Develop your business plan by deciding, committing and doing what it will take to get it completed. Schedule your time and set the intention to get it done.

Step #2 – Decide which way you're going to do it ... DIY ... DIWH ... or are you're going to hire someone.

Step #3 – Find a template Table of Contents that you will use as your guide to completing your business plan. Even if you hire out, preview the TOC template and okay it for use. Outline your Executive Summary and hold a place for it. Complete it when your plan details are final.

Step #4 – Build the detail writing of the business plan, the meat of the plan, the beginning: your company description is the first part of your detail, your products and services is the next part,

Step #5 – Build the detail meat of your plan, the middle, that includes your market analysis summary, and then your marketing and sales strategy. Remember, this part will take some research.

Step #6 – Define your management strategy and your financial plan.

Step #7 – Make sure your conclusions draw completion to what you were discussing in every section of your business plan. The completion of the development of your plan is that you have all of the parts in place, that they flow, that they read well, and they are a good depiction of what and how you want to see your business grow, and how you desire to exit your business when you get to make the choice.

As we wrap up, let me tell you a quick story that I'll share to give you an example of what a plan can do ... many of you know that I had a life altering event occur the end of September of last year when my son was killed in an accident. When I left Northern CA to come to Atlanta, I thought that I was going to come to Atlanta, connect with my daughter and we were going to travel to Japan to take care of business, get him back home and laid to rest. I figured on a few weeks of down time from my business, and as it turned out, we didn't have to travel to Japan because my stepson was able to get there and take care of everything on behalf of our family, and with him and the graciousness of the Marine Corp, my son was returned home and at just about 15 days after the accident, we were able to put his remains to rest in a beautiful Military Cemetery about 40 miles north of Atlanta and where we live. My daughter and I were able to be here to be engraced with family and friends and having raised my kids here in Atlanta, we had family and friends that really knew my kids, and knew my son. And while I felt no pain about it at the time, my business was totally shut down.

I'm an intuitive, a business coach and consultant and the clients I was working with were so amazing but months later when I could see clearly again and I began to get stirred in my spirit about what I was going to do, I was already decided about permanently living back in Atlanta and by then my 10 year old grandson who my son had full custody of, moved here from Japan and was in the care of my daughter and me. I must say that when you have a life altering event like that you have to take the time to be in the space of grief and figuring things out. You have to ... and I purposed to be gentle with myself that God would provide and I was able to begin healing and adding to the healing in our family.

So at the end of the year, as I was getting stirred back into my life's calling, I prayed about what it was that I could do. I knew I couldn't do business the way I had been doing it in California, live networking and speaking, presentations and training events. I knew this meant some big changes for me. I couldn't just pick up and go where I wanted, when I wanted. I was now in the role of Grandmother and Matriarch of our family and things were very different.

In prayer, I heard an answer about doing business differently. When you feel called and that you are living your purpose and doing your purposed work, it's

hard to keep still. So I started at the beginning with doing a revision to my business plan that I did when I first started business in 2009. In reviewing it, I saw that I'd accomplished so many of the things that I had a desire to do and that my 5 year plan was a God send. My 5 year plan was to go to a more virtual format for doing business so I could focus more on virtual workshops and invited speaking engagements, and now that 5 year plan is my 3 year plan. I'm up and running and I'm blessed to be doing business with a fervor and on mission to Empower Individuals and Businesses to SOAR!! My vision is still sound to change the business statistics, especially for women owned business by helping them to learn the things that will give them the advantage and help them stay in business resulting in an increase in the success rate of women owned businesses.

To be able to take that 5 year milestone goal of mine and turn it into a new opportunity to get back into business, to do business bigger and better and get back in the energy of living life in the fullest, and in the full energy of contribution helping entrepreneurs like you.

Chapter 9

THE END

One of the things I've learned from my years of experience in the business world is that entrepreneurship can be a tough business. I worked in corporate America for 30+ years and I was able to actually see what it took for entrepreneurs to run their businesses successfully. It included outside influences, checks and balances, along with internal forward thinking, a desire to be good leaders, all of which resulted in greater success of the business.

Being in the commercial lending and commercial real estate industry, I also saw and personally felt what it is like to flow in the Executive Management level of organizations who were also small businesses, heading a department that acted as a small business company that was part of a larger enterprise. I saw the politics of the corporate arena, and I saw the fulfillment of having an entrepreneurial mindset. It was the entrepreneurial vibration of success and movement in business that was thrilling to me and what eventually led me to become an entrepreneur.

The dream of having the business that would support the lifestyle I desired and fulfilling the purpose I aligned with in my life was what made entrepreneurship most compelling, however, I was also very aware of the commitment, the dedication and the intestinal fortitude that's required to make entrepreneurship work. That's where my journey began that culminated in my starting my own business and when I picked up the mantle to actually stand in my grace and power to be a leader and do my purposed work, my world opened up. I was on a journey that marked some serious personal and professional development and I want you to know that what's next is all about you.

I remember an early lesson from the great Jim Rohn and in a recording he told the story of his mentor asking him about his dreams. He was asked what he wanted from building his business. Jim's reply was to be a millionaire and while his mentor expressed support in his desire to be a millionaire, what he told Jim stuck

with me and moved me so much that I tell this story often. You're probably wanting to know what those words of wisdom were, and they were this ... 'Don't desire to be a millionaire for the money. The money is good and you'll no doubt do good things with it. Rather, be a millionaire for what it will make of you.' That got me.

There have been many lessons before and since then, and I'm sure you've got stories of your own, but I want you to know one thing ... and I say this very emphatically and with such great passion that I could shout it from the rooftop, writing your business plan will give you such an exciting edge for the success of your business that you can't imagine.

So, use this information with my blessing and get it done! There is no reason to stress when you have a plan like this to help so you can ...

Write Your Biz Plan Without Pulling Your Hair Out or Slitting Your Wrists!

OFFERS AND AN INVITE ...

If you feel the call to get your business plan completed in a way that is not taxing and paced so you can do the purposed work that will infuse your plan with the right energy, then you want to know this ...

Several times during the course of the year, I offer a **7-Week Business Plan Blueprint™ Virtual Bootcamp**. In this time-tested program, so long as you are committed to doing the work, a minimum of 2-3 hours per week, you will have a complete and potentially fundable ready business plan.

You can find out more information by visiting:

<http://skyhawkenterprises.biz/7wk-biz-plan-blueprinttm-bootcamp>

You'll have the opportunity to complete the work in getting your biz plan done, similarly to what's been outlined in this book. The difference, you'll have someone to coach you through the process and help you complete it. You can ask questions and you can get your plan written so the Universe can assist you in accomplishing your milestone business goals.

Whether you're thinking about starting a business, or you've been in biz for a while and you don't have a business plan, and ... yes ... you can be successful without one ... No doubt! However, how would it feel if you could be three or four times as successful because you have a business plan? Think about it and decide where would you rather be? How about if the process was made simple and fun? How about at the end of 7 weeks, you have a business plan that can grow with you as you grow your business?

7-Week Biz Plan Blueprint™ Virtual Bootcamp is a place where you don't have to worry if you've miss a weekly session. Each week will be a recorded call that will be available and you will have email and phone support during the process.

Use the following link and find out more about how you can complete your business plan and be on the path to your best

success! <http://skyhawkenterprises.biz/7wk-biz-plan-blueprinttm-bootcamp>

Now because you've taken the time to read this book, I want to reward you for it and I want to give you a \$100 Discount Certificate to get your plan done during the 7-Week Bootcamp. Use the coupon code upon registering and claim your \$100 Discount.

There's a catch though ... you have to commit to the process of defining your business and creating this business plan.

So take inspired action, invest in yourself and the success of your business and do this now. Whether you decide to take this information and DIY your plan or hire out, you know how to get it done the right way. Of course, I would love to work with you to help you do this with ease, so check the schedule on our website, sign up, and I'll see you on the other side.

This is *V. Lynn "The Money Girl" Hawkins* saying, ...

Live a Massively Successful P3 Life!! [Be Passionate | Be Purposeful | Be Profitable]

My name is V. Lynn “The Money Girl” Hawkins, and I’m an Intuitive Business Coach and Business Development Strategy Muse for the entrepreneur who wants to take business from no or slow business, to great business and greater revenue.

At Skyhawk Enterprises Business Coaching and Consulting, our goal is to Empower Individuals and Businesses to SOAR! We do this through programs like teleseminars, eBooks, individual and group coaching programs, and with other similar virtual events that are designed to introduce you to the strategies, methods and tools to make doing business easy, so you can be in the flow of abundance and live life more fully.

See our list of Upcoming Events at <http://skyhawkenterprises.biz/upcoming-events>

To your Massive P3 Success!

PURPOSE | PLANNING | PROSPERITY

Lynn

V. Lynn Hawkins "*The Money Girl*"

Intuitive Biz Coach | Biz Development Strategy Muse | Author | Speaker

SKYHAWK Enterprises BIZ COACHING AND CONSULTING

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“Empowering Individuals and Businesses to SOAR!”

NOTE: This book is written totally from content of the author. While these concepts are not new, and there are numerous ways to accomplish getting your business plan written, the recommendations and guidance given in this book are those of the author. The author takes copyright license in the self-publishing of these concepts through the release of this book.