

BUSINESS PLAN DEMYSTIFIED

- This is a guide and a working document. You probably are going to use it monthly to see how well you have achieved your goals – business done and income (gross and net). And you can easily explain it to someone who is interested in your success – your significant other, a spouse, or your coach.
 - Drafting the plan has to be simple, uncomplicated and meaningful
 - You are not going to the bank to use it to obtain a loan
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The plan is seven pages long and I'll describe them in my suggested order of completing the pages:

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 your services/products.

PAGE 3 – Who and what specifically is your market?

PAGE 4 – How are you going to reach the buyer of your services/products?

PAGE 5 – Projection of income, expenses and profit – on a monthly basis – for the year.

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

PAGE 7 – This is a FIVE-YEAR projection. A description of where you want to be, where you are and what you want to have achieved in five years with your business. Export elements of Your Primary Aim from the green booklet.

Now comes **PAGE 1** – This is a one-page summary of your business plan – no longer than one page. Keep the format clear and concise.

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