



BUSINESS PLANNING

Workbook

BUSINESS PLAN

Your written plan for success outlining the strategies and actions you will use to reach your goals.

EXECUTIVE SUMMARY

A concise description / introduction of your business, including the service you offer, the problem you solve, and the customer you serve.

SWOT

An evaluation of your strengths, weaknesses, opportunities, and threats. Can assist in the strategic planning of your business.

GOALS

What would you like to accomplish. Consider your impact, sales, income, etc.

MARKETING

Start with market research & your target market; Create a plan of what mediums you will use and how you will use them. Include your choices for digital, print, and in-person marketing / sales / prospecting.

ACTION PLAN

A time-based plan to implement the strategies & goals discussed throughout your business plan. When will you implement your how?

MISSION, VISION, VALUES

How you will serve your clients & where your business will go, based around the things you value most.

FINANCIAL

An outline of your costs of doing business with a budget plan for sustainability.

EXECUTIVE SUMMARY

BUSINESS NAME

DATE

COMPANY OVERVIEW / ELEVATOR SPEECH

COMPANY OWNERS/MANAGERS

WHO YOUR CUSTOMER IS

THE PROBLEM YOU SOLVE

HOW YOU SOLVE THE PROBLEM

OVERVIEW OF GOALS

SWOT ANALYSIS

A SWOT Analysis reviews your:

1. STRENGTHS:

- a. Areas that you excel
- b. Resources available to you
- c. Qualities you possess that can support your success

2. WEAKNESSES

- a. Areas of improvement
- b. Fewer resources than others may have
- c. Qualities you possess that can harm your success

3. OPPORTUNITIES

- a. Unique opportunities / connections open to you that may not be open to others
- b. Trends / market changes you can capitalize on
- c. Strengths that can be turned into opportunities

4. THREATS

- a. Things that could harm your success
- b. Trends / market changes that cause risk
- c. Weaknesses that can threaten your business

These are important aspects of your business planning because it enables you to know the areas to base your business plan around.

SWOT ANALYSIS

STRENGTH

WEAKNESS

W

S

O

THREAT

OPPORTUNITY

T

SWOT Analysis

YOUR MISSION STATEMENT

Your mission statement is a concise overview of **WHAT** you do, **HOW** you do it, and **WHY** you do it.

WHAT YOUR COMPANY DOES

HOW YOUR COMPANY DOES WHAT IT DOES

WHY YOUR COMPANY DOES WHAT IT DOES

YOUR MISSION STATEMENT:

YOUR VISION STATEMENT

Your vision is a statement about your **DESIRED STATE**, where you want to go, and is based in the future.

Direction & Inspiration for the future in 2 sentences or less.

YOUR DESIRED STATE?

YOUR VISION STATEMENT:

YOUR CORE VALUES

Your core values represent **HOW** you are going to achieve your mission and vision. The things that matter the most to you.

1) Circle or highlight the values that resonate with you:

- Accessibility
- Accountability
- Achievement
- Action orientation
- Adaptability
- Adventure
- Agility
- Altruism
- Authenticity
- Autonomy
- Balance
- Boldness
- Candor
- Celebration
- Challenge
- Citizenship
- Collaboration
- Communication
- Community
- Compassion
- Competence
- Connection
- Consistency
- Contribution
- Courage
- Creativity
- Curiosity
- Customer satisfaction
- Detail Oriented
- Determined
- Disclosure
- Diversity
- Efficiency
- Embrace Change
- Empathy
- Empower
- Enthusiasm
- Equality
- Excellence
- Excitement
- Fairness
- Faith
- Flexibility
- Focus
- Friendly
- Friendships
- Fun
- Generosity
- Growth
- Happiness
- Hard Work
- Harmony
- Helpfulness
- Honesty
- Honor
- Humility
- Humor
- Impact
- Inclusion
- Influence
- Initiative
- Innovation
- Integrity
- Justice
- Kindness
- Knowledge
- Leadership
- Learning
- Love
- Loyalty
- Making a difference
- Open Minded
- Openness
- Optimism
- Order
- Ownership
- Passion
- Patience
- Performance
- Perseverance
- Persistence
- Perspective
- Pleasure
- Proactive
- Quality
- Recognition
- Relationships
- Respect
- Responsibility
- Security
- Self-Discipline
- Self-improvement
- Self-Respect
- Servant Leadership
- Service
- Simplicity
- Stability
- Stewardship
- Straightforward
- Success
- Sustainability
- Teamwork
- Tradition
- Transparency
- Trust
- Unity
- Vulnerability

YOUR CORE VALUES

2) Narrow down the values to 5-10 that most reflect HOW your business operates. Expound on the values as you see fit.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

GOALS

What goals do you have for your business? Include a variety of goals - some may be small, some big.

Q1 GOALS

Q2 GOALS

Q3 GOALS

Q4 GOALS

GOALS

YEARLY GOALS

Blank area for writing yearly goals.

5 YEAR GOALS

Blank area for writing 5 year goals.

MARKETING

When you create your marketing plan, it is recommended that you have already identified your **TARGET MARKET** and done any necessary **MARKET RESEARCH**. Keep these factors in mind when choosing your methods of marketing.

The **MARKETING TRIFECTA** is a helpful model for identifying your marketing priorities. It focuses on:

- **PRINT MARKETING** (printed ads, flyers, signs, hand written cards in the mail, postcard mailers, etc.)
- **DIGITAL MARKETING** (website, social media, Google advertising, blogs, videos, website specific advertising, etc.)
- **FACE-TO-FACE MARKETING** (phone calls, networking, pop-bys, door knocking, open houses, etc.)

Your target market may not respond well to all methods. It is important to focus on the methods and platforms that will have the greatest ROI. It is not necessary to employ all methods.

PRINT MARKETING

STATEMENT OF INTENT:

METHODS TO UTILIZE:

BUDGET OR COST/MO:

DIGITAL MARKETING

STATEMENT OF INTENT:

METHODS TO UTILIZE:

BUDGET OR COST/MO:

FACE-TO-FACE MARKETING

STATEMENT OF INTENT:

METHODS TO UTILIZE:

BUDGET OR COST/MO:

FINANCIAL PLANNING

Every business has expenses (required and optional). It is important to have a plan in place to meet these costs. Start by listing all of your annual costs and projections.

DESCRIPTION	AMOUNT	DATE
SILVERCREEK DUES	\$50	MONTHLY
ASSOCIATION DUES	\$620	NOV
MLS DUES	\$90	QUARTERLY
SUPRA FEES	\$50	MONTHLY
E&O INSURANCE	\$235	OCT
LICENSE RENEWAL	\$160	EVERY 2 YR
CLIENT GIFTS		
EDUCATION		
MARKETING		

FINANCIAL PLANNING

After you have your expenses and budget projections listed out, consider:

- **AVERAGE MONTHLY COST.** This will tell you what you need to be saving monthly to meet your expenses
- **SAVINGS.** Each time you have a closing, it is prudent to save money for taxes and your ongoing expenses. Based on your expenses and goals, how much should you save from each closing?
- **COST SAVINGS.** Are there some items you are spending on that are not providing a positive ROI? Consider a change.
- **EMERGENCY SAVINGS.** Similar to a personal financial plan, it is wise to have a business emergency savings. With fluctuations on the market and changing client needs, a back up plan is helpful.
- **CONSULT PROS.** Have more questions about your financial planning? Consult a CPA or Financial Planner to assist.

ACTION PLAN

The most successful goals and strategies have action plans associated with them. The final step of your business planning is to create an action plan for success.

An effective method for this is to use the 1-3-5 model.

1 - 3 - 5 MODEL

1 BIG GOAL / PRIORITY / OBJECTIVE



3 FOCUS AREAS / SMALLER GOALS TO ACHIEVE THE LARGER GOAL



5 STRATEGIES FOR ACHIEVING EACH

1 - 3 - 5 MODEL

1 MAIN GOAL / OBJECTIVE

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3 FOCUS AREAS / GOALS TO ACHIEVE GOAL

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5 STRATEGIES TO ACHIEVE EACH FOCUS AREA / GOAL

1.
2.
3.
4.
5.

1.
2.
3.
4.
5.

1.
2.
3.
4.
5.