



Small Business Seminar
Business Plans 101

Why Develop a
Business Plan?

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Positioning

**Position Your Business
In Your Own Mind**

- Walk the Talk
- Talk the Walk

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EMPOWERING BUSINESS CLASSES
FOR YOUR BUSINESS

BUSINESS START UPS • BUSINESS EXPANSION • STRUGGLING BUSINESSES

Managing your Business as if Profit Really Mattered

Start with our powerful and empowering **3-PAK**

- Be **Your** Own Consultant
- Develop **Your** Marketing Plan
- Develop **Your** Business Plan



For class schedules and descriptions visit www.smallbusinessjackson.com



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Our Focus

Managing Your Business As If Profit Really Mattered

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Fear of Failure

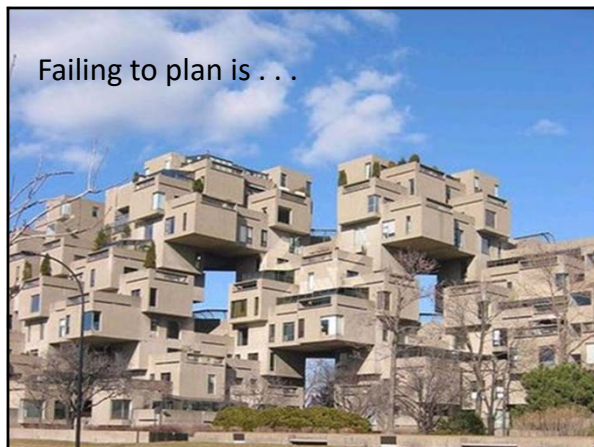
New Business Failure Rate

- 70% of new businesses fail within the first year
- 90% of businesses fail within 10 years
- But only 8% to 10% of franchised businesses fail**

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Keys to Profitability

Entrepreneur **Valid Business Opportunity** **Infrastructure**

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Keys to Profitability

Entrepreneur **Valid Business Opportunity** **Infrastructure**

- Me / You
- Characteristics
- Skills
- Experience
- Financial
 - Have
 - Can Get
- Self Accountability
- Self Management

- Make a Profit
 - Beyond Wages
- Profit is Planned Portion of Sales Dollars

- Business Plan
 - Marketing Plan
 - Operations Plan
 - Financial Plan
 - Start-up
 - Operating
 - People Plan (HR)

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Keys to Profitability

Business Plan Approaches & Tools

1. Business As A Promise
2. One Page Plan
3. Root Plan
4. Business Model Canvas
5. Full Blown Plan
 - BIZ Plan Pro
 - LivePlan

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Keys to Profitability

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Unique Selling Proposition Worksheet

When you've evaluated the selling propositions associated with your product in each of these categories, give each one a score from 1 to 10 based on your evaluation of how convincing a case you can make for that being a unique selling proposition. The one or two strengths with the highest scores will be your candidates for inclusion in business plan product description.

SMALL BUSINESS FOCUS
Features = MANAGE YOUR BUSINESS AS IF PROFIT REALLY MATTERED
 For products: **FIXED PRICES FOR STATE OF SERVICES**
 Time savings: **ONE STOP FOR SUPPORT SERVICES**
 Ease of transport/install: **YOUR LOCATION**
 Availability: **LOCAL - ANSWER PHONES**
 Cutting edge / new: **CLASSIC AND DIY MENTALITY**
 Training and support: **FIXED REQUIREMENTS (PLANS)**
 Other: **IDENTIFY 2 FOCUS ON KPI'S (KEY SUCCESS FACTORS)**
EASY TO PLAN TO WORK WITH

KNOW THIS ABOUT EACH CUSTOMER & PROSPECT

Industry Analysis Worksheet

To start preparing your industry analysis and outlook, dig up the following facts about your field:

1. What is your total industry-wide sales volume? In dollars? In units?
2. What are the trends in sales volumes within your industry?
3. Who are the major players and your key competitors? What are they like?
4. What does it take to compete? What are the barriers to entry?
5. What technological trends affect your industry?
6. What are the main modes of marketing?
7. How does government regulation affect the industry?

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The One Page Business Plan® for _____

What are the goals? (1 year)

Why does the business/organization exist? ("Existence")

What are the specific measures?

Describe strategies to reach the long-range/operational-level goals?

What is the forecast for sales?

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The One Page Business Plan[®] for Jackson Small Business Support Center

- Vision**
 - One day charging for Small Business services, information and assistance in the Jackson area.
 - Business consulting, business classes and support services which are practical and responsible.
 - Be the "go to" place for all things small business in that marketplace.
 - Thank God daily.
 - And Laugh!

What are we looking for?
- Mission**
 - We help small businesses manage their businesses as if Profit Really Mattered.
 - We are a Division of Tenfold Business School.
 - We provide Marketing and Business Plans to Students.

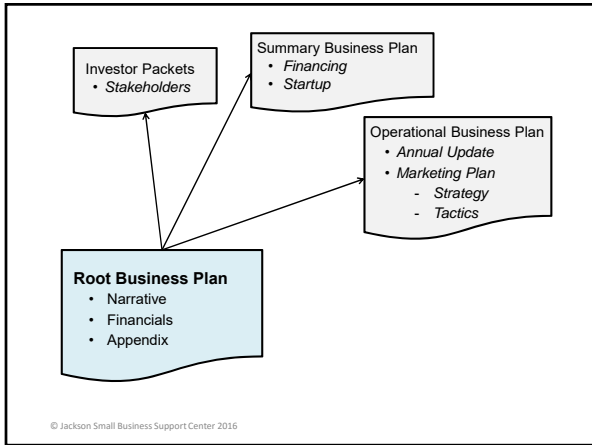
Why don't the business owners know about it?
- Objectives**
 - Successful small business clients, entrepreneurs & referrals.
 - Attendance at Small Business Classes.
 - Number of small business consulting and marketing clients.
 - Number of classes conducted.
 - Visitors and participants to our Small Business Panel www.tenfoldbusiness.com.

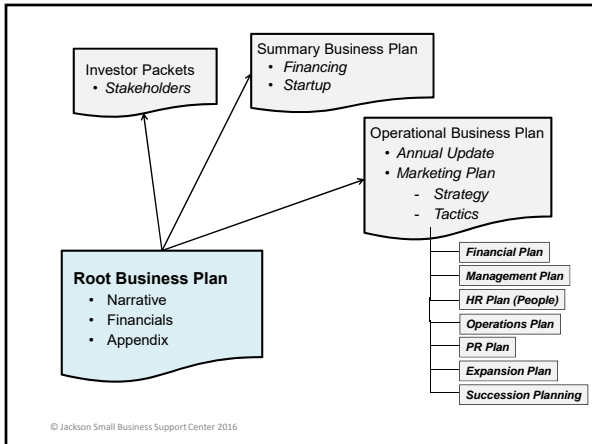
What are we going to measure?
- Strategy**
 - Develop and conduct value added business classes.
 - Actively conduct both on and off-site services for a variety of small businesses.
 - Build and nurture an extensive network of business relationships.
 - Expand to other local markets.
 - Take regular health check-ups.
 - Build & brand the 2016's business so other cities to be inspired by independent entrepreneurs.

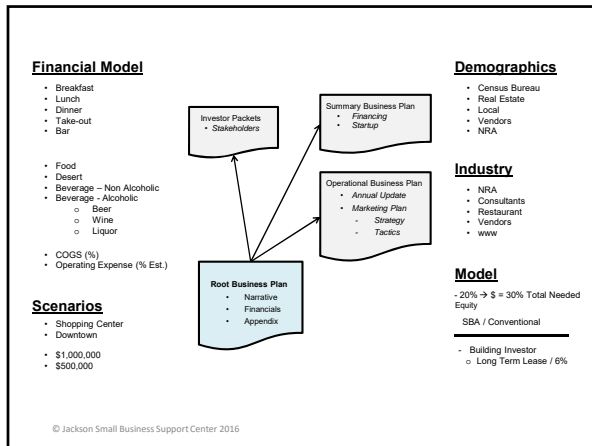
What are we going to build/develop/implement/measure/learn?
- Plan**
 - Build and maintain a very good blog base of local small businesses.
 - Provide leads to other local small business classes.
 - Continually improve the effectiveness of our consulting & marketing processes.
 - Provide all other small business consulting and marketing services and referrals.
 - Build & take control over Small Business Panel www.tenfoldbusiness.com.
 - Build & work marketing relationships - that are transparent and work by other standards.

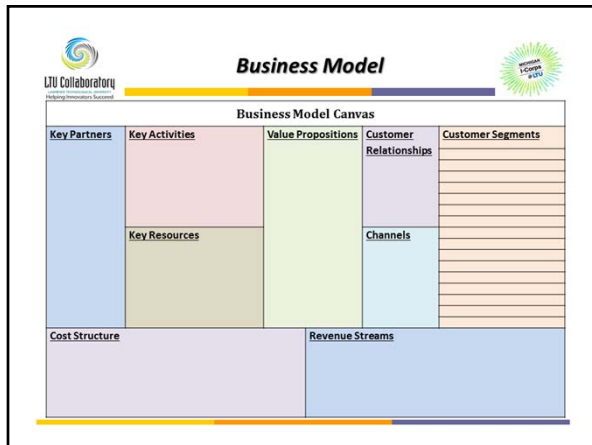
What do we need to do?

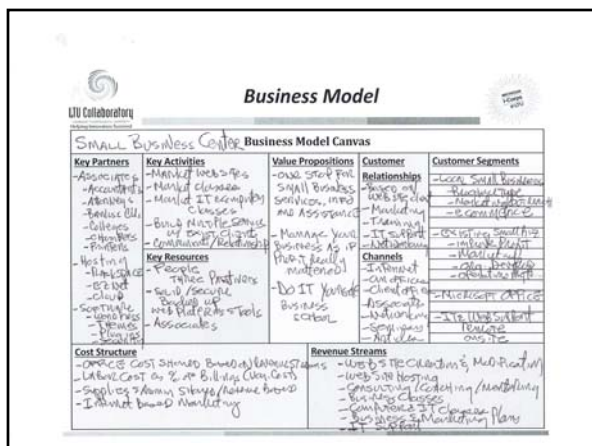
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Keys to Profitability

Business Plan Approaches & Tools

5. Full Blown Plan

- State of Michigan Guide
- BIZ Plan Pro
- LivePlan

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Why Businesses Fail

Top 10 Reasons Small Businesses Fail

1. The math just doesn't work
2. Owners who cannot get out of their own way
4. Poor accounting
10. A declining market

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Do Now

8 Ways to Jump-start Your Business

1. Write (or revisit) your business plan
3. Define your niche
4. Become (or hire) a marketing expert
8. Promote results and benefits, not processes

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Analyze

Be Your Own Consultant

- Analyze financial performance (simple P&L model)
- Define your Business Model
- Determine your Revenue Model
- Identify your Strengths & Weaknesses
- Study Consumer Behavior

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Market

Develop Your Marketing Plan

- Identify your most profitable products/services
- Identify your most profitable customers
- Use Market Segmentation & Target Marketing
- Develop your Message(s)
- Branding
- Relationship Marketing (rather than transaction sales)
- Develop sales forecast for your financial (P&L) model

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Operate

Develop Your Business Plan

- Design your infrastructure to support your marketing plan
- Forecast and manage Fixed Costs & Variable Costs
- Determine Key Success Areas
- Complete your financial model (P&L) to measure success
- Position your business firmly in your mind

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Action

**"To think is easy. To act is difficult.
To act as one thinks is the most difficult."**
~ Johann Wolfgang von Goethe

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Guru

10. Never let up

**"80% of Success is
Showing Up"**
~ Woody Allen

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Free Seminar

Choose a date that works for you . . .


Tuesday, January 26
5:30 PM to 7:30 PM

Thursday, January 28
5:30 PM to 7:30 PM

For Reservations Call 517.796.8151

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