



SURPASS
your goals
COACH • CONSULT • TRAIN



BUSINESS PLANNING MADE SIMPLE!

1 PAGE BUSINESS PLAN

Company Overview: Vision & Mission

Business Environment: Competitors and Customers

Company Objectives: Operations and Measurement

Marketing Strategies: How will I build the business?

Action Plans: When is the work to be complete?



Put your Plan in Writing:



BUSINESS OPPORUNITY FRAMEWORK

1. What Products/Services do we offer?

2. List the 3 most important features of the Products/Services?

3. What Benefits do we provide?

4. What is the emotional outcome the client is looking for?

5. What client's needs do we meet?

6. Who is our ideal client?

7. What sets us apart from our competition?

8. What are the 3 best things a satisfied customer would say about us?

9. Why would customers choose my product/service over others?

10. What gets us most excited about the company's future?

YOUR MISSION STATEMENT QUESTIONNAIRE

What exactly do we do?

What Products/Services do we offer?

Who is our Ideal Customer?

What Customer needs do we meet / Benefits?

What sets us apart from our competition?

Values Clarification Exercise

Accuracy
Achievement
Acknowledgement
Advancement
Adventure
Aesthetics
Affection
Authenticity
Autonomy
Beauty
Caring
Challenge
Change
Collaboration
Community
Competition
Comradeship
Connectedness
Contribution
Creativity
Directness
Economic Security
Elegance
Empowerment
Excellence
Excitement

Family Happiness
Focus
Forward Actions
Freedom
Free Spirit
Free Time
Friendship
Growth
Harmony
Health
Helping Others
Help Society
Honesty
Humor
Independence
Integrity
Intellectual Status
Joy
Knowledge
Lack of Pretense
Leadership
Leisure
Lightness
Location
Loyalty
Nurturing

Orderliness
Participation
Partnership
Peace
Performance
Personal Power
Pleasure
Power
Precision
Productivity
Recognition
Responsibility
Risk Taking
Romance
Self-Expression
Service
Spirituality
Stability
Success
Time Freedom
Tradition
Trust
Vitality
Wealth
Wisdom
Zest

Competitive Advantage:

	My Business	Competitor 1	Competitor 2	Competitor 3
Price				
Target Market				
Location				
Hrs/Availability				
Benefits				
Features				
Value Added Service				
Quality				
Expertise/Reputation				
Guarantees				
Strategic Partners				
Advertising / Promo				
Sales Methods				
Distribution Method				
Suppliers				
Strengths				
Weaknesses				

Features vs. Benefits

FEATURE of this product/service	BENEFIT of this feature

PLANNING FOR GROWTH QUESTIONNAIRE

What are your goals for company growth over the next year? (Use revenues, profits, number of clients, market share, or any other measure that makes the most sense to you)

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What are your three and/or five year goals for growth?

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What will it take to get your business where you want it to be? (List 3-4 key requirements)

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Which of your key strengths will be most important in helping you meet your goals for growth?

What business weakness could be most significant in limiting your growth?

What are the major milestones you intend to reach along the way?

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