



Business Action Plan

For

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Table of Contents

Introduction

Purpose

Step One: Your Uniqueness

Step Two: Your Vision

Step Three: Your Mission

Step Four: Define Your Goals

Step Five: Analyze Your Market

Step Six: Identify Your Competition

Step Seven: Select Your Customers

Step Eight: Pick Your Strategies

Step Nine: List Your Actions

Step Ten: Make Your Pledge

Step Eleven: Evaluate Your Results

Step Twelve: Revisions

Step Four: Define Your Goals

Defining your goals will make it easier for you to succeed because you will create a clear picture of where you want to be. Take time to create your annual, semi-annual, quarterly, and monthly goals for your business. Make certain they include financial targets, as well as, the number of relationships you want to establish.

Annual Goals for _____:

Financial: _____

Customers: _____

Other: _____

Semi-annual Goals for _____ :

Financial: _____

Customers: _____

Other: _____

Quarterly Goals for _____:

Finanacial: _____

Customers: _____

Other: _____

Monthly Goals for _____:

Finanacial: _____

Customers: _____

Other: _____

Step Five: Analyze Your Market

If you have not already, take time to analyze your market. Below are a few suggestions to start you off, but are by no means exclusive.

First, define your market as a metropolitan statistical area, MSA. This reference is available in any public library reference department. It will provide you with information pertaining to population, number of households, average income, types of jobs held, and major businesses, etc. It will give you a good snapshot!

Second, determine your market's growth as an economic development area. This information is readily available from your economic development department or development authority, and even a university if one is in your area. This will give you an idea of what types of businesses are attracted to and being solicited for your market, as well as, your market's potential and future. It will also give you an idea of how your economy is doing.

Third, find out who the small to medium size businesses are in your market. Join the Chamber of Commerce and learn about many of them. You will receive a membership directory that will make an initial database and contact list for clients. The Chamber will give you a heads up as to the small to medium business environment in that market from an economic and political standpoint.

Knowing your market's business makeup will assist you in your prospecting. The Chamber of Commerce will provide both a readily accessible and worthwhile place (the numbers will be there) to start your prospecting.

If you have room in your office, put up a map of your market. It will help to visualize your territory. Place stickers or pins on the location of customers you have landed.

If there is an economically oriented publication available for your market, subscribe to it. You will always want to remain aware of any international, national, regional, state (territory), or local events affecting your market economically, socially, or politically. It is also recommended that you subscribe to at least one publication, such as the Wall Street Journal, to remain informed about what is taking place around you in a larger sense.

Your market is "your backyard," so you will want to know everything you possibly can about it and what could possibly affect it. You will want to own it.

Step Seven: Select Your Customers

Decide what type of person(s) your customers are, or you wish to be. Create a profile which describes the type(s) that you may use as a reference point when prospects begin appearing. The following are suggested aspects you may want to include in and define for your profile; however, please make certain that the aspects cover the areas you know are important for your business.

Aspects:

Age:

Sex:

Average Annual Income:

Marital Status:

Number of Children:

Education:

Occupation:

Hobbies:

Reason to Do Business with Your Business:

Frequency of Business with Your Business:

Average Amount spent per Transaction:

Step Nine: List Your Actions

To implement your chosen strategies to reach your goals, you must take action. What actions will you take and when.

Actions:

For Strategy _____:

For Strategy _____:

For Strategy _____:

For Strategy _____:

For Strategy _____:

Step Eleven: Your Pledge

All that is needed now is your pledge to yourself in writing that you will implement this Action Plan.

On this day of _____, I hereby pledge to myself to fully and diligently implement my plans to achieve my goals as outlined in this Action Plan.

Signed:

Step Twelve: Evaluate Your Results

Set aside time on a regular basis to evaluate your progress in achieving your goals. You may find that your strategies and actions need to be modified to reach your goals. It is important that you assess what is and is not working for you. Be honest in your review, and do not be afraid to adjust if so required. More importantly stay positive, stay focused, and keep your momentum going. Do not allow any setbacks or modifications to interfere with your achieving your goals. Your persistence will bring you the abundance you both desire and deserve!

Dates to Evaluate:

Date:

Date:

Date:

Date:

Date:

Date:

Date:

Date:

Date:

Date:

Step Twelve: Revisions

As you proceed with working your plan, revisions will be necessary. You may need to make your goals higher, or increase your strategies, or actions, etc. Identify the areas you will need to revise as you move forward:

Revisions:

Revision Number One:

Revision Number Two:

Revision Number Three:

Revision Number Four:

Revision Number Five:

Revision Number Six:

Revision Number Seven:

Revision Number Eight:

Revision Number Nine:

Revision Number Ten:

Revision Number Eleven:

Revision Number Twelve: