

Business Action Plan

For

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Action Plan

Introduction: The following Action Plan is a guide to assist Business Owners to take a business to the next level.

Purpose: The old adage says, "Plan your work and work your plan." The Action Plan has been created as a tool for your business development planning and implementation.

By putting earnest time and attention into your Action Plan, you will set your course for manifesting your life of abundance! Remember, people do not plan to fail, they fail to plan! So ensure your success by planning diligently! You deserve it!

Step One: What Makes You Unique

In your mind, what makes who you are and what you have to offer unique? And, as a result of this uniqueness, what benefits arise for your prospects? Before you even begin, you will want to know the answers to these questions because they will define who you are and what you have to offer.

Uniqueness:	 	

Step Two: Your Vision

You must have a vision of what you are going to create. Your prospects will want to know what you are planning to build, and it will be a useful tool for attracting the types of people you desire to work with:

/ision:	

Step Three: Your Mission

What is it you intend to do for your customers? How will you do it? These are just a couple of the questions you will want to answer when you describe what the purpose of your business is. You will want to communicate you mission statement to all of your customers to let them know what your business does and stands for:

Mission:

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:	 	
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	 · · · · · · · · · · · · · · · · · · ·	
Other:	 	

emi-annual Goals for:	
inancial:	
customers:	—
Other:	
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 Six: Identify Your Competition

Know your competition as well as you know yourself. Why? - Because you will want to distinguish your services from theirs to develop your market. Unless you know who they are, who they target, what they do, how they do it, and what they charge, you will not know how to differentiate your services from theirs. Spend time to find out about them. That way when the competition comes up with a prospective customer, you will be prepared to tell them how your services are different, and therefore why yours are better. At the bare minimum, you will want to know their names, locations, sizes, territories, services, target markets, and prices.

Competitors:	

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.

Step Eight: Pick Your Strategies

With a good idea of the type of people you want as customers, pick the strategies you want to use to bring them on board per your goals. You may want to consider advertising campaigns, direct mail campaigns, networking, revisiting past relationships, or other strategies that you wish to use.

Strategies:

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 Action Plan.	to yourself in writing that you will implement this
On this day ofand diligently implement my plans to a	, I hereby pledge to myself to fully 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:	

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:	