



Personal Business Creation System

MODULE 1

Parts 1 and 2

Introduction – Vision - Options

Introduction and Steps 1 to 3

“Resistance is Created Through Lack of Clarity”

CLARIFY YOUR VISION

CLARIFY YOUR ‘WHY’

Completion of this document does not imply any guarantees of business success or income whatsoever.

First published in the United Kingdom in 2018

Copyright © Ben Coker 2018

The moral right of Ben Coker to be identified as the author of this work has been asserted by him in accordance with the Copyright, Designs and Patents Act 1988

All rights reserved. Except in the case of brief quotations which must be credited, no part of this book may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of the copyright owner.

Published by **Casbon House** - bus-dev.com/publishing

ISBN 978-1-91248-05-2

This book is sold or provided at no charge subject to the condition that it shall not, by way of trade or otherwise, be lent, resold, hired out, or otherwise circulated without the publisher's prior consent in any form of binding or cover other than that in which it is published and without a similar condition including this condition being imposed on the subsequent publisher.

Although every precaution has been taken to verify the accuracy of the information contained herein, the author and publisher assume no responsibility for any errors or omissions. No liability is assumed for damages that may result from the use of information contained within.

Important

You will only gain benefit from this programme by working through it with the audio or video recordings provided. These have been specially prepared to guide you through the process at the right pace and in the right order.

Retail Price (whole programme, workbooks with audio/visual) £296 + VAT (no coaching)

INTRODUCTION

In this Programme you're going to

- Create your Business Vision
- Decide on the type of business you really wish to create
- Make a 'first cut' outline plan of how your business will work
- Commit to your business
- Develop your business structure and strategies
- Clarify your target market and develop corresponding branding
- Formally set up your business
- Create an outline marketing plan
- Establish how your business will be funded and set up your financial systems
- Set up your IT infrastructure
- Set up your web presence
- Set up your basic operational management systems
- Create a marketing strategy and set up your marketing systems
- Set up your business operational systems
- Create your formal 'business plan'
- Launch your business
- Plan your future development

There are 3 modules split into 9 workbooks and 32 steps for you to work through. As you complete each module or workbook a strategy session is available with an experienced personal business coach, and during the programme you have access to the Personal Business Helpline to discuss things you're not sure about as you work through the system.

Each Step in the process is delivered as an individual worksheet accompanied by relevant audios and videos which should be used when instructed.

CONTENTS

MODULE 1 Creating Your Business Vision

Part 1 Vision

Introduction	<u>Purpose and instructions</u>	Page 1
A 0		
Step 1	<u>Six Seemingly Simple Questions</u>	Page 2
A 1	In this step you'll clearly establish where you are now	
Step 2	<u>Outline Vision</u>	Page 4
A 2	In this step you'll create your vision of your ideal business	
Step 3	<u>Business Option Evaluation</u>	Page 7
A 3	In this step you'll go into more detail about what your ideal business will be	

Part 2 Options

Introduction	<u>Purpose and instructions</u>	Page 1
Step 4	<u>Business Option Choice</u>	Page 2
A 4	In this step you'll confirm the type of business you wish to operate	
Step 5	<u>Outline Plan</u>	Page 8
A5a, A5b	In this step you'll create a one-page outline business plan for your business	
	FIRST STRATEGY SESSION (optional)	Page 14
Step 6	<u>Decision and Commitment</u>	Page 15
	In this step you'll confirm your statement of intent and commitment to your new business	

MODULE 2 Creating Your Business

Part 3 Strategy

Step 7 A 7	<u>Business Strategy</u> In this step you'll structure your basic business model and processes and define your persona role(s)	Page 2
Step 8 A 8	<u>Structural Strategy</u> In this step you'll look at different aspects of your business structure, any people you'll be working with and how it relates to your chosen market	Page 11
Step 9 A 9	<u>Operational Strategy</u> In this step you'll consider where and how you operate your business and how you'll manage your time	Page 17
Step 10 A 10	<u>Regulatory & Compliance Strategy</u> In this step you'll set up the basics to ensure you comply with relevant regulations	Page 23

Part 4 Identity

Step 11 A 11 V 11	<u>Target Market</u> In this step you'll identify your 'target market' and start to work on how you'll identify yourself to them	Page 2
Step 12 A 12	<u>Business Identity</u> In this step you'll decide on your business name and branding and consider how you are going to present yourself to your target market	Page 6
Step 13 A 13	<u>Business Setup</u> In this step you'll formally set up your business and bring it into existence	Page 16
Step 14 A 14	<u>Initial Marketing Plan</u> In this step you'll create an initial marketing plan by looking at the 'marketing mix' for your business offering	Page 23

Part 5 Finance

Step 15 A 15 V 15	<u>Investment</u> In this step you'll look at budgeting and the initial funding needed to set up your business	Page 2
Step 16 A 16	<u>Targets and Policies</u> In this step you'll set your financial targets and establish your financial policies	Page 6
Step 17 A 17 V 17a, V17b	<u>Forecasting</u> In this step you'll create some important forecasts about your 'break even point', your income projection and your cash flow	Page 10
Step 18 A 18	<u>Record Keeping</u> In this step you'll set up your accounting system	Page 16
Step 19 A 19 V 19a, V19b	<u>Financial System</u> In this step you'll learn the financial systems you need to run your business	Page 20

Part 6 Systems

Step 20 A 20	<u>Computing and Telecoms</u> In this step you'll identify, acquire and set up the computing and communications systems you need to operate your business	Page 2
Step 21 A 21	<u>Web Presence and eMail</u> In this step you'll set up your e-mail system, website and any social media presence that you need as a business	Page 9
Step 22 A 22 V 22a, 22b	<u>Operational Systems</u> In this step you'll set up your basic management and operational systems and the processes you need in place to <i>deliver</i> the benefit you provide to your purchasers	Page 17
Step 23 A 23	<u>Capacity and Resource Planning</u> In this step you'll look at balancing the capacity of your business with the demand from purchasers and ensuring all the resources are in place in order for you to meet the demand created through your marketing.	Page 24

Part 7**Marketing**

- | | | |
|-------------------------------|---|---------|
| Step 24
A 24 | <u>Market Analysis</u>
In this step you'll carry out some basic analysis to confirm that your target market actually exists, how large it is, and 'where' it is. You'll also look at some of the external and 'internal' factors that might influence your business. | Page 2 |
| Step 25
A 25 | <u>Marketing Strategy</u>
In this step you'll consider the 'buying process' and any 'competition' presented by providers of similar or other benefits and how you might be able to deal with this | Page 12 |
| Step 26
A 26 | <u>Marketing Operations</u>
In this step you'll create the operational systems and processes that will enable you to reach your target market and define the processes you'll use to bring purchasers to you, process their orders and follow up post-purchase. | Page 27 |

MODULE 3 Operating Your Business

Part 8 Launch

- | | | |
|-------------------------------|--|---------|
| Step 27
A 27 | <u>Formal Business Plan</u>
In this step you'll create your formal business plan so that you can provide it to anyone who has a reason for requesting it | Page 2 |
| Step 28
A 28 | <u>Monitoring and Records</u>
In this step you'll develop the processes you need to use to monitor what's going on in your business outside the financials. Things like customer retention, marketing statistics and any form of wastage will help you to keep on track | Page 16 |
| Step 29
A 29 | <u>Launching the Business</u>
In this step you'll plan the actual launch of your business and any pre-launch activities you need to carry out. At this point you start to receive regular income from the benefits you provide to purchasers | Page 21 |

Part 9 Development

- | | | |
|--|---|---------|
| Step 30
A 30 | <u>Business Development</u>
In this step you'll consider your marketing methods to generate new business and how to manage this all-important process commonly known as 'lead generation'. | Page 2 |
| Step 31
A 31
V 31 | <u>Development Strategy</u>
In this step you'll look back at the original vision and make a more detailed plan about how you envisage the business developing together with possible exit options. | Page 15 |
| Step 32
A 32 | <u>Managing Growth</u>
In this step you'll consider the various options available for you to grow and develop your business and create your outline development plan. | Page 20 |