

Now listen to Audio 5a

STEP 5 - My Outline Plan

Whether or not you already have a clear vision of what you want your business to be.

Do you have an existing 'Business Plan'

Yes / No

Your 'business plan' forms the framework for how you operate your business, market your business and manage your finances.

It also sets everything out clearly so that anyone 'whom it may concern' such as your business advisers, accountant, bank manager and so on can easily understand what you are doing and, importantly, understand or realise that you 'know what you are doing' and why!

If you have a business plan, does it do these things?

Yes / No / I don't have a written plan

Also, your Business Plan should be a working document, not something to be 'filed away'.

Your business plan is **dynamic**, it **is** what your business **does** and how it operates. The 'Business Plan' that you may supply to your bank or accountant is simply a *snapshot* of where your business is and where it's going at any particular time.

It's not set in stone.

As such it is both 'always right' and 'never right' because from time to time your ideas change, circumstances change, and the environment within which you operate changes.

So don't be afraid of 'getting it wrong'.

It's **your** plan, **your** framework, what **you** are going to do.

Your 'business plan' represents and to some extent is, your **business vision**.

But before you can develop your plan and your vision you need to have absolute **clarity** on why you are doing, or want to do, *this particular business*.

One of the ways we grow and discover more of ourselves is by the questions we ask ourselves.

It has been said that the quality of our life is determined by the quality of those question.

Most of us are taught to ask questions that keep us thinking 'small' - in a 'scarcity paradigm' - like "how am I going to pay my bills - where is the money coming from?"

But we could be asking more empowering 'abundance paradigm' questions, like 'what is the life that I would love to live' or 'what is the business I would love to have'?

As Henry Ford said - "*If you think you can, or you think you can't, you're right*"

Timescales

Next you need to consider timescales, and the goals and targets you need to support your vision of the business you have described.

Think about **how long** you want to be doing this business, running this business and owning this business.

‘Doing’ means actually working IN the business carrying out the business operations. (It also includes ‘running’ the business)

‘Running’ means restricting your activities to working ON the business which may include marketing, finance and strategy.

‘Owning’ means simply taking a share of the profit and any other income such as dividends that business generates - without doing any day to day work other than perhaps attending the occasional meeting and setting the high level strategy.

When do I want to stop working IN the business carrying out the key operations?

When do I want to stop running the business, working ON it to continue its growth?

When do I want to exit or retire from the business and just take an income from it?

Once you have this top level vision, you’ll be able to break the time down into manageable goals and targets. Initially it’s a good idea to think about what you will be doing in 5, 3 and 1 years’ time.

To create a suitable level of clarity, answer these questions - again in the **present** tense.

Once again, this is about **what the business does for YOU**, not how it provides benefit to your customers.

1. It is [Write in the date 12 months into the future]. My business looks like this

And my role is this

2. It is [Write in the date 3 years into the future]. My business looks like this

And my role is this

3. It is [Write in the date 5 years into the future]. My business looks like this

And my role is this

Now take a break (at least half a day) before you listen to Audio 5b

Your One-Page Business Plan

This One Page Plan is just an initial framework or outline of how you envisage your business will work. It's not a 'proper' business plan that you might submit to someone, but it **does** describe what you are planning to do.

Remember also that at this stage it could well be just a guess.

What does your Business DO? - For the purposes of this Plan pick your one key product or service - whatever it is that you expect to sell most of

Who are you Market? - Who are the people (or people within businesses) that you expect to purchase this service?

How big is your Market? - How many sales do you expect to achieve on a monthly basis?

Who are your Competitors? - List 3 key competitors for your business with reasons

Expenses - What are your **expenses** on a monthly basis, including all staff expenses, salaries, administration, premises, marketing, production, delivery, compliance and everything else you can think of.

Set Up - What is the initial cost of setting up your business, including product/service development, staff training, equipment, etc. How much do you need to invest before you start?

Income - Enter the revenue from each sale, cost of each sale (that's specific costs related to a sale, if you don't make the sale you don't have to spend anything) and calculate the nett income per sale. Then calculate the number of sales you need to make each month to cover your monthly expenses.

Return on Investment - Now work out how many sales you need to make after covering expenses in order to recover your original investment and estimate how long it will take before your business goes into profit.

Cash Flow Forecast - Show the figures you've estimated to get an understanding of the flow of expenditure and income each month for 12 months.

The plan on the next page should be self-explanatory and is covered in the Audio but here's a reminder about how to create the Cash Flow Forecast table:

Top Row - Months of operation

Row 1 - Current Balance at Bank

Row 2 - Nett monthly income (after specific costs of sales)

Row 3 - All monthly expenses

Row 4 - Row 2 minus Row 3

Row 5 - Row 1 minus Row 4 - insert this figure in Row 1 for the next month

You can print multiple copies of this page and calculate for different products/services then if you wish, consolidate them into an overview plan.

MY ONE-PAGE BUSINESS PLAN

Key Product/Service

Target Market

Monthly Sales of Key Product/Service _____

Competitors

Monthly Expenses _____ Set Up Costs _____

Income

| Revenue/Sale | Cost of Sale | Net Income | No Needed to cover Expenses |
|--------------|--------------|------------|-----------------------------|
| | | | |

No. of sales overall needed to recover initial investment _____

Cash Flow Forecast

| | M1 | M2 | M3 | M4 | M5 | M6 | M7 | M8 | M9 | M10 | M11 | M12 |
|---------|----|----|----|----|----|----|----|----|----|-----|-----|-----|
| Balance | | | | | | | | | | | | |
| Income | | | | | | | | | | | | |
| Costs | | | | | | | | | | | | |
| Net | | | | | | | | | | | | |
| Balance | | | | | | | | | | | | |

FIRST STRATEGY SESSION

If you are working through this programme with a Coach, you are now eligible for your first Strategy Session.

Go to <https://BenCoker.as.me> and book a PBCS Strategy Session in the 'Client Coaching' section. This will be a Zoom meeting, so you need to connect through a device with a camera. You'll receive a link by email and text to access the meeting.

Be prepared to discuss your plan, your vision and your intention and the amount of time, money, emotion and energy you are prepared to invest in your new Personal Business.

We will also review how this proposed business is consistent with your Personal Vision and Goals for your lifestyle so if you have not yet done so it would be a good idea to complete the Personal Vision Workbook prior to this session.

You can get the workbook from <https://thefreedomacademy.org/publications>



THE FREEDOM ACADEMY

Personal Vision Workbook

"Resistance is Created Through Lack of Clarity"

CLARIFY YOUR VISION

CLARIFY YOUR 'WHY'