

# The Biz Plan Challenge “Get Started” Guide

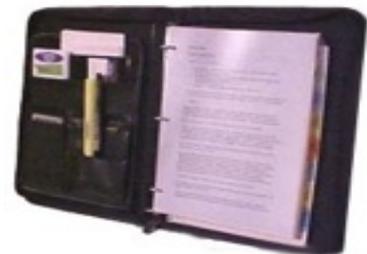
## 10 Easy Ways to get ready for The Biz Plan Challenge Beginning **May 6th, 2014**

1. **If you have a plan already, find it.** Dust off the one you showed to the bank 100 years ago. Read through it. Consider if what you wanted then is what you still want now. Marvel at the realization that some of the things you wrote in your Biz Plan have come to fruition. That’s cool! And that’s why business planning works. When you think about what you want and commit it to writing, you help bring that thought into reality. Look around you. Everything you see was once a thought. Thought begets reality. Biz Planning is a powerful tool for manifesting what you want. Look for evidence as you review your existing plan. If that plan captures what you intend to create and inspires you to get it done...then you are good to go.

2. **Get a calendar and use it.** One of my mentors taught me to, “Plan or be planned for.” Biz Planning needs some attention, some of your time. And most days are just whittled away by others’ needs and wants. How many of your days have been dissolved by an endless stream of, “Got a minute?” interruptions? A calendar helps you lay claim to your time. Your calendar can help you focus time on planning and to engage the actions you commit to in your Biz Plan. If you use a calendar, take a clear-eyed look at it. The “busiest” people I know have wide open calendars.  
**NOTE: *The Biz Plan Challenge* is a great way to commit to the time required to get your Biz Plan put together. We hold each other accountable for doing the exercises. Nice!**



3. **Get a 2 inch, three ring binder.** You can get a nice leather one at Office Depot for about 30 bucks. Make sure it is in nice, clean condition. Your best work is going in it. This Binder is going to house your Biz Plan. Call it your Biz Plan Binder.
4. **“Tab” your Biz Plan Binder.** Get the customizable, write-on kind of tabs with 8 tabs in the set. Use six of the tabs to organize your Biz Plan Binder like this...



- a. **Setting Sight** - What does it look like when you're done? How much in Sales? How many

employees? Number of customers served? What services will you offer? What will you do different and better from the competition? This tab of your Biz Plan Binder houses the pages that describe your ideal business, your target market, your goals and how this business serves you, your family, your team and your customers.

- b. **Building the Team** - Who does what? Why, how and when? Use this section of your Biz Plan Binder to store your Organizational Chart and Position Descriptions. Keep your recruiting activities organized here.
- c. **Making Money** - Keep a current copy of your financials in this section. Are your books a mess? Craft an action plan for getting to KFP - a Known Financial Position. Build a Budget and set Goals, in dollars and percentages for Sales and Expenses at your new and improved company. Get real about your selling price. Crunch the numbers...and commit to implementing higher prices. Which leads us to...
- d. **Getting it Sold** - If you are going to *charge* more (and, face it, cutting costs won't make up for years of financial losses) you are going to have to *be* more...be faster, nicer, cleaner, more organized, professional, timely and loving. And, you will need to discover better ways to communicate the value of your service to customers and prospective customers. Craft an action plan for improving your sales skills. Store your marketing plan under this tab in your Biz Plan Binder.
- e. **Getting it Done** - As you develop your procedures, sure-fire systems for delivering on your promises, store copies of your procedures under this tab. Create a Top Projects list and assign projects to team members. Be sure to include the due dates.
- f. **Making Sure** - Are you on the right track? Are you delivering what people want? Is this working? Ride along with your field team. Sit side by side with your inside team. Ask your customers to give you feedback...what's working, what needs to be made over? Organize your Making Sure activities in this tab of your Biz Plan Binder.
- g. The remaining two tabs are for your **Master To Do List** and your **Journal**.

**5. Keep a Master To Do List.** I recommend a single subject, spiral bound, three-hole punched, college-ruled notebook for your Master To Do List. You are going to have lots of great ideas for your business. However, you can't do everything all at once. You will learn to prioritize your ideas and focus your energy on the things that will have the most impact on your business success. When you, or a team member, have a good idea, or think of something that needs to be done, a "to do"...jot it down on the Master To Do List. Also, use your Master To Do List to jot down anything that needs jotting down as you go through your day. Don't use Post-its or scrap paper.

**6. Keep a Journal.** This is where you write down the story of your business. Insert a few blank pages and store them in the Journal section of your Biz Plan Binder. Date your entries. You will learn wonderful lessons as you create and



implement your business plan. Keeping a Journal will help you to remember those lessons, and give you a nice way to pass the lessons along.

7. **Look in the mirror.** Look yourself in the eyes and tell yourself, “Now is the time. This is what I want. And I am committed to this Extreme Makeover - My Business Edition.” Do or do not but make the decision! Commit to winning. Commit to being and doing your best.
8. **Take action.** Commit to the times on your calendar to flesh out the Biz Plan. You are going to tear down your business and build a brand new, profitable one. Block out your calendar with time to do the actions required in your Biz Plan. Delegate and hold team members accountable for their assigned activities. Plan...and go!
9. **Be happy with where you are now.** You can’t have a happy ending to an unhappy journey. Decide to be happy now. Decide that the journey is going to be just as important as the results. There is no “there” which you will achieve that will make you happy. Enjoy and acknowledge the successes and challenges along the way. Reflect on the results and change the Biz Plan as needed. Expect miracles and embrace serendipitous events. If everything went according to plan, we wouldn’t have anything to write about in our memoirs!
10. **Join us for The Biz Plan Challenge!** The first Webinar/Workshop is free. If you love the experience of working on our Biz Plans together, join us for the next 7 Webinars. At the end of 8 weeks, you will have your customized Biz Plan. It’s a powerful, profitable experience! And the easiest way to get the Biz Plan done and IN. [Commit to 8 Weeks NOW!](#)

**BUY NOW**

## **A Couple of Extra Tips...**

- **Could you do all this in your computer?** Sure you could. Whatever you are comfortable with. I have a printed version of my Biz Plan in my Biz Plan Binder, and I keep the digital files on the computer.
- **Don’t copy someone else’s plan.** Just to hammer one out. **Don’t use a canned template** and merely fill in the blanks. Don’t waste time building a Biz Plan because you think you *should*. Put your thought and heart and soul into your Biz Plan. The energy you put into your Biz Plan will super-charge your business.
- **Share your Biz Plan** with your family and your team. If you would like to share your Biz Plan with a banker or a potential investor, pull out the most critical sections and share those. For bankers and investors, I suggest a formal Biz Plan include...
  - o **Setting Sight**
    - Your Mission

- Your Goals
- Your Target Market
- Your Elevator Speech
- The Executive Summary
- **Building the Team**
  - The Organizational Chart
- **Making Money**
  - The Financial Plan
- **Getting it Sold**
  - The Marketing Calendar/Plan
- **Getting it Done**
  - The Top Projects List
- **Making Sure**
  - Your Story

OK. Ready? Set! Go go go! Join me May 6th!

**BUY NOW**

## **Ellen Rohr**

Ellen Rohr - The Plumber's Wife turned Business Makeover Expert® - teaches the few things that make all the difference to your business success: Easy financial clean up, profitable pricing and powerful business planning. Ellen nearly sank her own family's plumbing business. Then, she learned how to keep track of the money and make more of it. In turn, she has helped thousands of business owners start, fix and grow their companies.