



**with More Cash and More Clients Flowing In**

# Outline for Today's Webinar

*"Doing a common thing uncommonly well brings success!"* - Henry John Heinz

I. Welcome

II. Business Plans: The Good, the Bad and the Visual

III. Visual Business Plans for Creative Entrepreneurs

IV. What should you put on a business plan?

V. Creating Your Visual Business Plan

VI. Don't sitck it in the drawer and forget about it!

VII. How to measure your success and when to course correct

VIII. From business plan to plan of action - next steps

# Preparing to Create Your Visual Business Plan

## *Answer the following questions:*

### **You:**

What is your big WHY?

Why YOU? What is your unique brilliance?

Who else is doing what you do? What do you love/admire about their work? How are you unique?

### **Your Clients:**

Who is your IDEAL client and are there enough of them in the world to create a thriving business?

What PROBLEMS do you solve for this client?

Why are you the BEST person to solve these problems?

What services/products do you offer to solve these problems?

### **Your Money:**

What is your BOLD money goal for 2015?

What is your desired MONTHLY income?

How many SALES do you need to make to reach that income?

How many PEOPLE do you need to talk to to get those sales?

What is your COST of doing business?

### **Your Team:**

Who is on your support team?

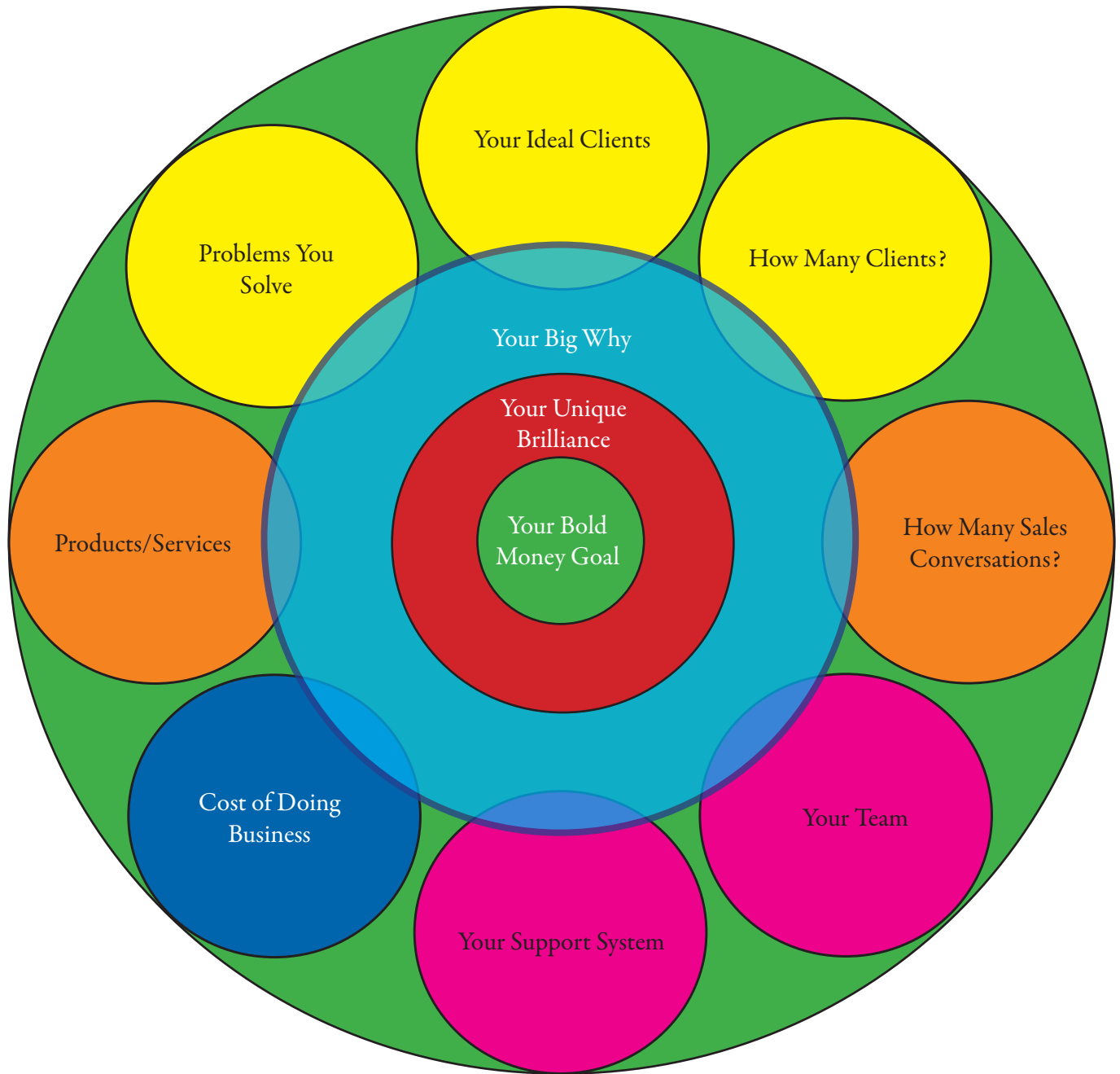
Friends/Family/Spouse

Mentor/Coach

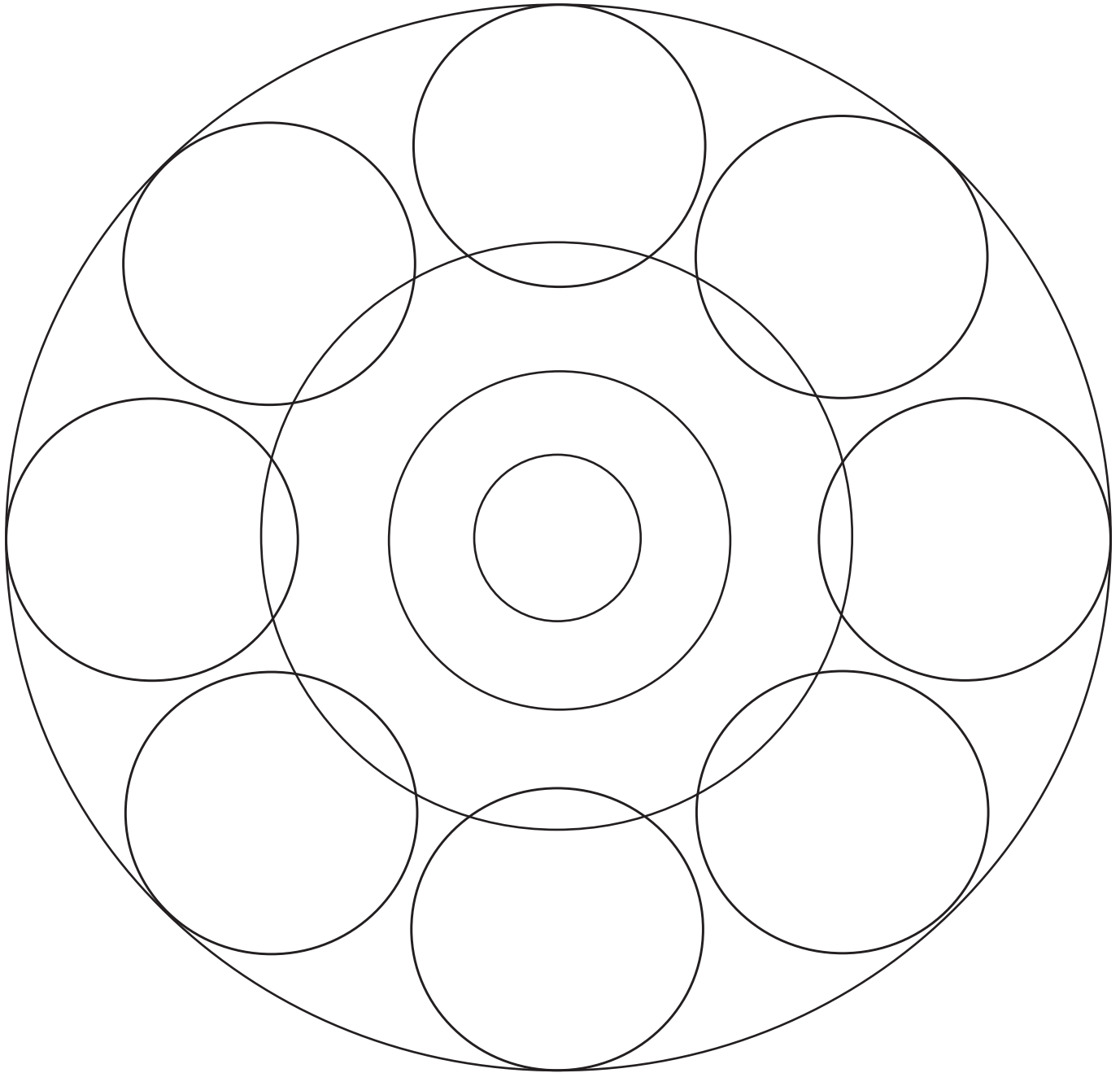
Hired Team

Strategic Partners

# Sample Visionary Business Plan



# Your Visionary Business Plan



# From Business Plan to Plan of Action

Looking at your visual business plan, what are 3 areas for improvement in your business?

- 1.
- 2.
- 3.

What is one action step you will take today to start attracting more cash and clients in 2015?

What is one action step you need to take in the next 30 days to start attracting more cash and clients?

A business plan is just one part of your action plan for the year. The next step is to create a marketing strategy and plan of action that will quickly move you towards your bold money goal.

**NOTES:**