



PATHS TO BUSINESS SUCCESS™

Four Weeks to Your New Business Plan

Workshop Leader: JoAnne Berg

LOCATION: Peer Coaching Network, Carlsbad, California

Are you are ready to commit some serious time and effort to really getting your business off the ground?

This is the workshop for you!

Join us for an intense but fun four weeks of learning, researching, and writing, culminating in a written plan that you will be able to use to run your business more successfully.

Knowing where your business is headed financially, setting profitability goals, and tracking your progress is a big part of success. You'll be setting revenue goals and preparing preliminary financial projections as part of this process. You'll also be developing a list of the other operational metrics, which will be critical to your success.

If you're planning on seeking investors or bank financing, by the end of the class you'll be ready to prepare the detailed financial projections that are so critical to this process.

A business plan is a living document. This class, based on JoAnne's 30 years of experience in the field and backed by publications written by Harvard Business School professors, will give you the tools you need, not only to draft the first plan, but to keep it relevant for years to come.

Ready to learn more?

Four Weeks to Your New Business Plan

The First Meeting: a live, interactive four-hour workshop.

I. What is a business plan and why does every business need one?

II. Why is this process so valuable?

"It's not the plan that is important, it's the planning." (Dr Graeme Edwards)

III. The 6 C's of Successful Small Business Owners™: Character, Commitment, Compassion, Conviction, Courage, & Creativity

People invest in people.
People buy from people.
Bankers make loans to people.

In fact, many successful investors and lenders turn first to the "People" portion of a business plan before they read anything else. If they don't like what they see there, they may not go further.

We will discuss how these traits work together to improve your chances of success and how to plan your business accordingly.

IV. The PEER Business Success System

Plan – Execute – Evaluate – Respond™

Your business plan, when carefully thought through and well researched, will generate a list of the most important metrics that indicate success. These are the metrics that you'll want to track in your business.

In this section we'll cover some of the most common success indicators that you will want to address in your plan, and how to make sure you've built an organization that can execute your plan.

V. Who should write the plan?

VI. Who will use it?

VII. How will the business be financed? Does this affect the plan?

VIII. The parts of a business plan

The definition of the problem: What is the market opportunity? Who is the customer?

Your solution and why it's better: What's your niche?

Vision and Mission: You won't get where you're going without a goal.

Competitive Market Analysis: Who/What/Where/When/Why

Business Model: How do we make money on this thing? How do we finance it?
How much money is needed?

Marketing and Sales Strategy: How will we get the word out and create demand?

Operational Strategy: How are we going to execute and deliver? What are the risks and how will we deal with them?

The Team

Financial Goals and Projections (including investor returns)

Time Line

Executive Summary (written last, but presented first)

*******Break*******

IX. GroupThink Exercises:

1. Problem and Solution (The Opportunity)
2. Vision and Mission
3. Competition and Risks
4. Business Model
5. Marketing and Sales Strategy
6. The Big Picture

In GroupThink Exercises, we brainstorm as a group. The process allows each participant to generate an outline which will form the beginning of the business plan.

The Next Four Weeks

The next four weeks will be as individual as you are.

First, there will be a weekly call where everyone will be able to check in, let the others know how they're doing, get questions answered, and listen to a brief overview of what you should be working on that following week.

We'll supply templates for you to work off of or you may use one of the many business planning software packages that are available.

Then, during the week, your workshop leader will consult with you as needed via email to help you through each section, review what you've done, make suggestions, and keep you headed in the right direction.

The Final Meeting

Here's your chance to see if what you've done makes sense to the others in the group. Would they invest in your idea? Every participant will have 3 to 5 minutes to fast-pitch the group and the individual group members will have an opportunity to ask questions. This will help you see your business from a different perspective, show you what you may have missed, and help you fine-tune your plan.

THE RESULT: A written plan that will help you get your new business off the ground or jump-start the one you already have.

Are you ready to get started? The cost for the workshop is only \$495, and it includes everything you need to prepare your plan:

- A copy of the textbook**
- A copy of all of the reference material used in the class**
- A sample plan to work from**
- Financial Templates in Excel**
- Unlimited online consulting**
- Peer support**

The next workshop dates are January 29, 2011 to February 26, 2011.

There are two "in person" meetings:

January 29: 9 am - 1 pm. A light lunch will be served
February 26th: 9 am - 12 pm.

Registration is limited to ten non-competitive businesses, so don't miss out!
Sign up online by clicking here:

[Four Weeks to Your New Business Plan](#)

(or enter the following into your browser: <http://bit.ly/hlYAmP>)

If you have any questions or concerns, please feel free to email us at info@peercoachingnetwork.com or call us at 800-378-7680.