

# The Only **BUSINESS PLAN** I'll Ever Need!

<b>Year</b>	
<b>Name</b>	
<b>Company</b>	
<b>Vision:</b> What is the BIG vision for the end goal? Start with the end in mind!	EX: I want to double my revenue from last year.
<b>Mission:</b> Describe the what, how and why in 1-2 sentences that you can repeat daily.	EX: I will double my revenue from last year by being the company of choice due to my top-notch, memorable services provided to all my clients.
<b>Goal:</b> This is your measurable variable.	EX: I want to close 60 homes this year.
<b>Breakdown of Goal:</b>	EX: If I want to close 60 homes this year, I must close 5 homes per month.
<b>How:</b> These become your action items. There are six sub-categories for the "how".	
<b>1. People:</b> Who will help you reach your goals and how?	EX: My Ambassadors by referring me to the people they know and love.
<b>2. Resources:</b> What resources do you need and how will they help?	EX: Sponsors can help offset the cost of my appreciation events.
<b>3. Ideas &amp; Innovations:</b> What awesome ideas do you have and how will they help?	EX: Hold our first-annual Breakfast with Santa event!
<b>4. Marketing:</b> How will you reach your prospects, current clients, and past clients?	EX: Call, Text, Networking Stack, Emails, Social Media
<b>5. Operations:</b> What will house your action items and how will they help reach your goal? Who will manage this?	EX: Create Spreadsheets with day 1-90 breakdown of action items. Have Stacy manage master plans.
<b>6. Finance:</b> What will putting these items into action cost? (REMEMBER: Think BIG Picture!)	EX: If I have one \$500 sponsor per event, I will only need to spend \$5-700 out of pocket.
<b>Reward:</b> How will you reward yourself if you achieve this goal?	EX: Christmas bonuses to all team members!