

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

Year	
Name	
Company	
Vision: 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.
Mission: 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.
Goal: This is your measurable variable.	EX: I want to close 60 homes this year.
Breakdown of Goal:	EX: If I want to close 60 homes this year, I must close 5 homes per month.
How: These become your action items. There are six sub-categories for the "how".	
1. People: Who will help you reach your goals and how?	EX: My Ambassadors by referring me to the people they know and love.
2. Resources: What resources do you need and how will they help?	EX: Sponsors can help offset the cost of my appreciation events.
3. Ideas & Innovations: What awesome ideas do you have and how will they help?	EX: Hold our first-annual Breakfast with Santa event!
4. Marketing: How will you reach your prospects, current clients, and past clients?	EX: Call, Text, Networking Stack, Emails, Social Media
5. Operations: 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.
6. Finance: 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.
Reward: How will you reward yourself if you achieve this goal?	EX: Christmas bonuses to all team members!