

The Main Street Market Exchange **(PLAN Development Questionnaire)**

The 10 Components of a Fully-Developed Revenue Generating Business Plan

This **PLAN Development Questionnaire** serves as the blueprint for you...in order to develop your Fully Developed Revenue Generating Business Plan. It focuses on the 7 Components you need to address when you want to create and implement your PLAN.

Using this questionnaire will save you a lot of time and aggravation. It will also help when you are ready to work with the MSME to develop your final PLAN; in order to present it for investment consideration, and mentoring consideration, and talent consideration. For your convenience, please follow the following directions.

- 1.) Print out this entire___ page PLAN QUESTIONNAIRE.
- 2.) The first time around, read through all the pages very quickly. Do not fill-in or write anything in the blank spaces. It will take you approximately 20 minutes to read through and mentally address what it presented...the first time around. After you're finished reading it for the first time, put it down and walk away for a while. Smile.
- 3.) Go to the www.mainstreetmarketexchange.com website. Click on the MSME Library tab. Click on _____, and listen to Paul Lloyd's short video, entitled: "Filling in your Plan Questionnaire". Why you're doing this and what you need to do to move forward to develop your PLAN.
- 4.) Within 24 hours of performing directions #1, #2, #3 (above), go through this Plan Development Questionnaire for the 2nd time and quickly fill-in the blanks with a PENCIL. This is your information. When in doubt, take a good guess, and move through the information quickly. Do not allow yourself to get stuck or frustrated...just press on. This should take you roughly 30 minutes.
- 5.) Do not worry about or get anxious about writing actual PROJECTIONS, with PHASED implementations steps and related projected revenue and cost streams. This will be the last step to do...and will be added to the actual FULLY DEVELOPED PLAN that is ultimately produced. The MSME will help you considerably with PROJECTIONS and FORECASTS.
- 6.) Contact the Main Street Market Exchange (MSME). You are now ready to begin the process of actually developing a full developed PLAN with the MSME.

Your Name: _____ Date: _____

Introduction: Very general WHAT and HOW questions; be honest with yourself.

I.) PLAN PURPOSE: (What I plan to accomplish).

A.) I want to initiate/start a _____ type of business. With this business, I plan to sell and/or provide a service doing _____, _____, and _____.

B.) I would hope to begin to start operating and start actually working my plan business by the following (month/date) _____ and will spend _____ hours a week until I am done with the planning process. I will shoot for a target (month/date) of _____ as the 1st day of my new business.

II.) METHODOLOGY: (How I plan to accomplish this...the STEPS).

A. I will search (in my city/or in another city), for an EXPERIENCED person who is presently operating – or has operated – the exact same business that I am looking to DO. I will reach out to find someone who is willing to assist me with the many questions I have regarding this business? Yes _____ No _____. This may involve a partner, a mentor, and/or some kind of fee. Accordingly, I am willing to establish mature and real TIME-MANAGEMENT skills? Yes _____ No _____. See **I.) EXPERIENCED PEOPLE and TIME- MANAGEMENT** (below).

B. I will work to try to determine the best method of understanding and working the CASH FLOW aspect of the business (i.e. determine present (personal) cash flow, determine projected business cash flow, determine how I get paid, who pays me, how long until I get paid, determine my target client/market, determine what my monthly nut to crack is, etc.)? Yes _____ No _____. I will wait until the very end to start addressing detailed PROJECTIONS and FORECASTING? Yes _____ No _____. See **II.) CASH FLOW** (below).

C. I will plan to implement the best and most proven ways to ensure that I achieve a CONSTANT STREAM of CUSTOMERS. I want to determine the pro-active prospecting I need to do, what advertising/marketing is warranted, and how I can establish myself in the business. I will, of course, work to do this in a PHASED approach; and detail the actual course of action in my finished plan? Yes _____ No _____. See **III.) CONSTANT STREAM OF CUSTOMERS** (below).

D. I will ask the EXPERIENCED business owner (my new mentor, or coach, and/or partner) what my DAILY PLAN should consist of...and how I should plan my day. I

will be specific in implementing this into my final plan? Yes _____ No _____ See **IV.) DAILY PLAN** (below).

- E.) I will work with the EXPERIENCED person to **ORGANIZE** the many different functions of my day including: my desk organization, my administrative functions, my pro-active prospecting duties, my actual product and/or service delivery organization, and more. Yes ___ No ___ See **V.) ORGANIZATION** (below).
- F.) I will clarify the demands of the business with the EXPERIENCED business owner as well as my family and myself (i.e. time demands, personal demands, monetary demands, etc...) so that I am **PERSONALLY PREPARED** to do this new business. Yes _____ No _____. See **VI.) PERSONAL PREPAREDNESS** (below).
- G.) I will stay steadfast in my planning stages to adjust, change, alter, add, delete, and improve this PLAN...until it is complete. I will then summarize the plan (when I am finished) to illustrate that I have **EXECUTED** the steps needed in order to make this plan and this new business a reality in my life. And I will then work with the Main Street Market Exchange to actively seek the CAPITAL (Human and \$\$\$) that I need to bring my PLAN to reality? Yes _____ No _____.
See **VII.) EXECUTION OF THE PLAN** (below).
- H.) I will determine the **CAPITAL (CASH) INVESTMENT** needed to establish this business plan and adjust the CASH INVESTMENT needed to fit my DECISION. I will not change my **DECISION** based on my initial (possible) assessment if it appears that I have inadequate funding? Yes _____ No _____.
See **VIII.) CAPITAL INVESTMENT**.

Quick Honesty Check: Before going on, quickly gauge yourself. If any items in the previous section: (**I.) Plan Purpose & II.) Methodology**) appear too much for you to one-day DO, perhaps you should re-consider whether you really want to implement a PLAN and press on. And that's OK.

The Main Street Market Exchange recognizes that folks have different stages and priorities in their lives. The MSME also recognizes that DESIRE outweighs everything. The MSME will represent anyone and everyone who truly WANTS to succeed. If you can't

10 Components of a Fully Developed Plan – My PLAN

I.) EXPERIENCED PEOPLE and TIME-MANAGEMENT:

You need to seek out someone with REAL experience (a MENTOR); WHO will help you to answer the many specific questions that you want to have answered as you work to develop and implement your plan. This will save you countless amounts of money and countless hours of frustration. By doing this, you can specifically work at HOW you plan to utilize and manage your time for your new revenue generating PLAN.

The Main Street Market Exchange will help you to develop your final plan for review by the investors, and mentors, and talented people of the world. This first of the **7 Components of a Fully Developed PLAN** is actually 2-fold: Utilize **EXPERIENCED** people when you are looking to implement a plan out and wisely initiate and apply the necessary **TIME-MANAGEMENT** skills to **your** business activities.

Both (utilizing experienced people and effectively utilizing your time) need to be done on a constant basis. Your decision to pursue investment help (investors), or possible partner (possible a MENTOR or COACH), will be determined in the future. But it is essential to utilize EXPERIENCE and TIME MANAGEMENT in order to effectively execute a PLAN.

Effective **TIME-MANAGEMENT** cuts through a lot of needless excuses that people make; it keeps plans on track and conquers procrastination. **TIME-MANAGEMENT** also stops you from wasting more time by simply dreaming. It is a mature approach to the process and a priority as you determine the tasks you need TO DO in order to make things work. This doesn't mean that you need to start – or plan to start – implementing your PLAN tomorrow. But it does challenge you to come to grips with „someday“ as a real day...and helps you to establish the habit of watching your time and working (not dreaming) about implementing your PLAN.

A.) **EXPERIENCE**: First things first: It is the most important part of any of the **7 Components of Creating a Fully Developed Business Plan**; and it is THE Cornerstone for anyone looking to implement a revenue generating plan. **EXPERIENCE is key**. More specifically, utilizing experienced people to assist you when you are developing and executing a revenue generating plan, is vital to the success of any plan.

The concept of utilizing **EXPERIENCE** is really quite easy to understand...yet it is often the most misunderstood and under-utilized aspects of business that people consider and utilize. Consider the following items for a moment, for explanation purposes:

- Tiger Woods, Kobe Bryant, and Derrick Jeter each have coaches.
- Donald Trump is up at 5:30 every morning reading.
- A Franchise (a proven and experienced system) is bought every 29 seconds in the USA.

- Warren Buffet is considered by many to be an information sponge...trying to soak up as much data as possible to support his many businesses.

Think about it, here you have just a few folks, who by many standards have proven themselves to be extremely successful in their respective fields, and they all look to coaches and **EXPERIENCED** people/ information to help them each day.

What does that tell you when you are looking to develop and implement your business plan? Actually, it's kind of simple. Find someone who does – or has done – your specific type of business...and try to obtain the VITAL experience and information to make your plan work. For example, if you plan (want) to start a:

- A.) Professional Sports Agency – find a successful sports agent.
- B.) Recruiting Business – seek out an experienced Recruiter.
- C.) Food Catering Business – find an experienced food caterer.
- D.) Rug Cleaning Business – contact an experienced rug cleaner.

You get the point. Upon contacting your specific experienced person, be sure to try to determine the person's: # of years in business, their interest in dealing with you to help you to start up, and their own track record in the business.

Also, don't be afraid of information. Don't be afraid if they are negative about your business plan. You are not asking for permission or their blessing. It may take you 10 attempts to find the right mentor/coach/experienced person you need. And that's OK.

There are some things to consider when you are looking for a consultant/experienced person. You need to search out and find an **experienced person** who is presently operating – or has operated – the exact same business that you are looking to start.

Forget „consultants“ who have never actually done anything but „consult“ or have never made payroll. Reach out and find someone who is willing to assist you with the many questions you have regarding your new business plan. Specifically:

- a.) Find an experienced person who has worked – or is working – your EXACT type of business by (date) _____.
- b.) Define and determine the cash investment needed by (date) _____.
- c.) Define the TOOLS that you will need by (date) _____.
- d.) Develop 7 specific ways to market and promote your business by (date) _____.
- e.) Address, define, and develop the following items by (date) _____
 - Company Name: _____
 - Ownership %: _____

- Owners Names: _____ Office
Location : _____
 - Other location (if necessary/warranted): _____
 - Bank (for Business Checking Account): _____
 - Duty Assignment (Who does what functions):

 - Full-Time or Part Time Determination: _____
 - Initial Cost Determination: _____
 - Tools needed (i.e. computer, truck, printer, machinery,) _____

 - Other _____
- f.) Determine the proper pricing, and margins, and charges, in the business _____
- g.) Determine the proper suppliers and product lines to carry _____
- h.) Determine the appropriate STEPS to take when first starting out _____
- i.) Determine if the EXPERIENCED consultant would be available for future questions and consultations _____
- j.) Determine the EQUIPMENT needed for the business _____
- k.) Determine the KEYS to your specific business _____ .

B.) TIME-MANAGEMENT:

Perhaps the best and most descriptive definition of effective **TIME-MANAGEMENT** is “**SPENDING THE APPROPRIATE AMOUNT OF TIME ON THE APPROPRIATE TASKS**”.

**** Clearly, poor time management is the #1 reason why most businesses fail. ****

In other words, be sure to effectively use your time by understanding the **5 RULES OF EFFECTIVE TIME MANAGEMENT.**

- 1.) **FIRST THINGS FIRST**: Make sure you address the biggest and most necessary items first. This may sound basic and it is. But many of us waste time on unimportant tasks each day. Can I do this? Yes ___ No ____.
- 2.) **DO THE TOUGH STUFF FIRST**: Usually, it’s the items we’d rather put off until tomorrow that we need to do **NOW**. Be mature about things...and get them done...attack the „tough stuff first“. Can I do this? Yes ___ No ____.
- 3.) **PRIORITIZE BY PROFIT (PBP)**: When you do your daily plan, make sure you prioritize your items. Calling your cousin about the KNICKS game tonight comes after you call your customer about a big job next week. Can I do this? Yes ___ No ____.
- 4.) **BE OBJECTIVE...WORK ON SERIOUS BUSINESS**: Picking up your secretary’s daughter at Kindergarten is a kind act, but hardly a productive use of your time. While at work...work. Can I do this? Yes ___ No ____ .

- 5.) **PERSONAL TIME** Plan for Personal Time (i.e. Golf, reading, movies, dinner, etc...) it will make your work time more productive. Can I do this? Yes ___ No ___ .

KEY ASPECT: Seek out **Experienced People** and institute **Effective Time Management** techniques and principles...both are essential to your plan.

II.) **CASH FLOW ANALYSIS:**

In order to properly run a business, you need to understand and manage **CASH FLOW**...which is nothing more than the INFLOWS and OUTFLOWS of cash. Bankers and Accountants call it SOURCES and USES of cash.

People who work and provide for themselves and existing business owners call it their „monthly nut to crack“...and we all have one. Yet, most people make the Cash Flow process of a business more difficult than it is; when actually it's quite simple to manage and understand. 2 major problems that people experience in coming to grips with **CASH FLOW** is that people often:

- a.) Mix-in the initial Capital Investment they „think“ they need to implement a plan ...they mix it with the ongoing business-related CASH FLOWS...and this confuses people.
- b.) People also often lump their present personal expenses with their anticipated or projected business expenses, and – in their heads – they start considering the investment capital that they think they will need...and they give up before they even write up a plan.

But once you understand cash flow – both PERSONAL and BUSINESS cash flow – you are armed with the knowledge to make it work for you...and not against you. It doesn't have to intimidate you.

First, let's evaluate **PERSONAL CASH FLOW**. Afterwards, we'll address **BUSINESS CASH FLOW**...and then combine the two. You can incorporate your Cash Investment necessary to start the business in the last section (VIII.) of this PLAN.

Basically, there are 3 easy steps in the process for you to get a handle on **CASH FLOW**. As a business owner, you need to constantly evaluate your cash flow in order to be successful. You should always know: How much CASH is coming in and going out; and what your cash needs will be in the upcoming months?

When you are initiating a new revenue generating plan, you need to rationally and honestly assess what you are actually going to do, and then attempt to determine what

your actions will produce. And you can only do this by creating a fully developed plan...which governs your activity (and your results).

You'll never plow a field by turning it over in your mind. And you'll never be able to accurately forecast what revenue you will produce without determining what you will do to produce it.

You need to go through these first 3 steps to determine the best method of understanding the **CASH FLOW** aspect of the your business plan...and how it affects you (i.e. determine present (personal) cash flow, determine projected business cash flow, determine how you get paid, who pays you, how long until you get paid, what is your monthly nut to crack, etc...).

This is also the time, where you need to mentally begin to recognize that there are various PHASES of your business, and begin to attempt to accurately **PROJECT your income and expenses** – according to the revenue and expense streams during each PHASE.

Your ACTUAL PROJECTIONS are the last thing to do...at the end of the **7 Components**...and will take considerable time. For now, just keep on filling out the items listed in the **7 Key Components of a PLAN**. Save the PHASED Projections for last. Let's keep going.

STEP #1: First, clearly define and list your monthly **CASH FLOW** as it exists today (on a monthly basis):

Present Monthly Cash Flow (as it exists today) for me **personally**:

<u>Cash Inflows (Income):</u>		<u>Cash Outflows (Expense):</u>	
1.) Salary	\$ _____	Mortgage/Rent	\$ _____
2.) Rental Income	\$ _____	Heat	\$ _____
3.) Other (2 nd) Salary	\$ _____	Light:	\$ _____
4.) Social Security	\$ _____	Cell phone	\$ _____
5.) Dividends	\$ _____	Internet	\$ _____
6.) Other Income	\$ _____		
<u>Total Income</u>	\$ _____	Auto Loan #1	\$ _____
		Auto Loan #2	\$ _____
		Credit Card #1	\$ _____
		Credit Card #2	\$ _____
		School Costs	\$ _____

Food (supermarket) \$ _____
 Food (Eat out) \$ _____
 2nd mortgage \$ _____
 Gas \$ _____
 Spending Money \$ _____
 Miscellaneous \$ _____
Total Expenses** \$ _____

This is your Monthly nut to crack

Total Income \$ _____ - **Total Expenses** _____ = \$ _____

STEP #2: The next step is to quickly determine some PROPOSED or PROJECTED cash inflow (income) and outflow (expenses)....based on implementing your PLAN.

Make this a very brief exercise. Your actual projections take much longer to develop and can only be done AFTER you've initially filled out this entire PLAN QUESTIONNAIRE and take the time to address the Phases and accompanying cash needs of those Phases. But for now, based on your DECISION on the specific business that you want to implement, write out a very quick and rough monthly PROJECTED CASH FLOW for your projected business expenses.

PROJECTED Monthly CASH FLOW (Income and Expenses)...Phase # 1 :

Cash Inflow (Income)

Cash Outflow (Expense):

1.) Business Income (monthly)	\$ _____	Office Space/Rent	\$ _____
		Electric:	\$ _____
		Internet/Phone:	\$ _____
		Travel:	\$ _____
		Auto/Truck:	\$ _____
		Line of Credit	\$ _____
		Advertising:	\$ _____
		Employees:	\$ _____
		Cell Phone	\$ _____
		Taxes:	\$ _____
		Gas:	\$ _____
		Other:	\$ _____

Total (Business) Income: \$ _____ **Total (Business) Expenses** \$ _____
(Profit or Loss)

(At the very end of this questionnaire, we'll start the process of creating PROJECTIONS and FORECASTS...based on your PLANNED course of action. We'll quickly present several scenarios based on all different projected cash flow streams (income and expenses from your PROJECTIONS). We'll briefly present phases, steps, time-lines, and variables). The full PROJECTIONS and FORECASTS will be a major part of your final plan).

STEP #3: Address other CASH FLOW considerations:

You need to clarify issues and answer questions...that affect your cash flow:

- 1.) Are you going to retain your job (your salary) or are you going to work at the new business full time? Keep your present job? Yes ___ No ___. Work FT or PT ___.
- 2.) Is your spouse or partner going to retain his/her job (other Salary)? Yes ___ No ___ .
- 3.) Are you able to handle your personal and business expenses based on your answers to #1 and #2 questions above? Yes _____ No _____ Need more time to evaluate _____.
- 4.) If the business is going to operate at a loss for the first 6-9 months...are you prepared to infuse more money into the business each month by using your savings or borrowing money? Yes ___ No _____.
- 5.) What does your EXPERIENCED consultant think of your projection numbers? _____
- 6.) What specific items do you need to perform and incorporate in a DAILY PLAN – in order to make your projections work? _____ . _____ . _____ , _____ .
- 7.) Are you able and willing to put a GOAL SHEET together in order to put a measurable number to specific activities (i.e. pro-active calling, letters, e-mails, flyers, etc...) to make your projections work? Yes _____ No _____ .
- 8.) Be sure to clarify and prepare a **monthly cash flow sheet** – every month – in order to keep you honest and aware of your cash position. It's the ONLY way you can objectively know where you are at, in order to adjust your cash flow and the DAILY EXECUTION of your plan.
- 9.) When you have completed this questionnaire and are 90% completed in completing your final plan, CREATED your own plan...come back to #10 below and fill in the CAPITAL INVESTMENT needed to initiate this business.; you'll be more accurate in determining your \$\$ needed.
- 10.) Capital Investment needed: \$ _____. (\$\$\$ figure from section VIII of this PLAN).

III.) CONSTANT STREAM of CUSTOMERS:

How do you plan to get customers? You must be willing to PLAN to implement the best and most proven ways to ensure that you achieve a **CONSTANT STREAM of CUSTOMERS**. You want to determine the pro-active prospecting you need to do, what advertising and marketing is needed/warranted, and how you can establish yourself in the business. Specifically, you need to determine (along with lots more):

Pro-Active Prospecting/Promotion Needed:

- A.) # of Pro-Active Telephone Calls Each Day: _____
- B.) Advertising (i.e. Mail, letters, ads in newspaper, radio, etc) _____
- C.) Networking work needed to be done: _____
- D.) Flyers/Handouts/postcards: _____
- E.) # of calls to people in the trades/related professions (for referrals):

- F.) Monthly or quarterly Newsletters _____
- G.) # of webinars, seminars, and GO-TO internet meetings _____
- H.) Membership in local community groups: _____
- I.) Calls/Visits to COI's (Lawyers, Accountants, etc...) _____
- J.) Other pro-active work: _____
- K.) Start a 5 x 8 index card system, a workable-format, and measurable prospecting approach? Yes ___ No ___
- L.) Consistent and constant collaboration/discussions with your mentor/coach. _____ .

When you are planning for a constant stream of customers, you need to address the: What, When, How, Why, and How Much. Here's a brief example of implementing the game plan and actions needed to create a constant stream of customers...as it applies to your main administrative assistant. You can also plug in your specific duties in the margin.

A.) WHAT TO DO? We need to have someone devote 90% of their day, to promote the business. Specifically, we are going to:

Hire an assistant, pay her \$_____month, set a computer in her home with internet and a phone. She will perform the following tasks:

1. Answer the main phone # _____.
 2. Pro-actively call 50 prospects per day _____.
 3. Schedule each job _____.
 4. Remain in contact with Paul and the installers(s) _____.
 5. Perform all administrative work for the day _____.
- B.) WHEN**

WILL SHE DO IT?

1. Her hours are 8-4, Monday thru Friday, 9-12 on Saturday _____.

2. She will start her calls immediately after greeting the other workers on schedule in the morning _____.
3. Target 250 clients each Saturday morning (plan for the upcoming week).
4. Her calls will continue throughout the day _____.

C.) HOW WILL THIS PROSPECTING WORK?

1. Telephonically, a lot of cold-calling at the beginning _____.
2. Telephonically, warm names from Paul _____.
3. Focused calls to local contractors (i.e. Painters, roofers, electricians, carpenters, etc...).
4. Initial focus on „OPENING SPECIAL DISCOUNT OF 30%“

_____. **D.) WHY DO IT AT ALL?**

1. Prospecting works – the telephone is powerful _____.
2. Keep score/results...measure activities and effectiveness daily _____.
3. Other advertising will follow in 6-9 months _____.
4. Cannot operate profitable by just sitting back and waiting for the phone to ring.
5. On nice warm days, drop off 100 flyers in nice neighborhoods/business district.

E.) HOW MUCH SHOULD WE CALL?

1. On-Going GOAL: need 2 jobs a day; 10 jobs a week _____.
2. Need to determine the amount of calls to make...in order to achieve our GOAL. We can adjust call volume; based on results _____.
3. Pro-active calling decreases (doesn't end) as business grows _____.
4. Need to stay in touch with customers _____.

When determining the activities to perform to ensure a constant stream of customers, you need to establish **GOALS** in order to Quantify each Activity...and to ensure that you complete the task properly and achieve your required RESULTS.

IV.) DAILY PLAN:

What do you plan to do...every day? You need to ask the experienced business owner (your new coach or mentor) what your DAILY PLAN should consist of...and how you should PLAN your day....every day.

Basically, it can be as simple as buying a few pads of 8 ½ x 11 lined paper, and each day, writing down EXACTLY what your plan is for the day...EXACTLY what you are going to do; and who you are going to call, contact, or visit.

For practice, simply take 5 minutes, get out a piece of 8 ½ x 11 lined paper, and number it 1 through 10. Then write down your **DAILY PLAN**. For strategic, long-term planning...simply break out categories of your business (i.e. advertising, expansion plans, and more...) and write/plan them out.

Most people never write out a Long-term plan...so you can address that at a later date. But for now, simply write down 10 items – things you need to address today for your personal or business life...and create a DAILY PLAN. I've written an example of one below.

DAILY PLAN (Example):

- 1.) Make 50 marketing calls to prospects in the area. (See Bedford list).
- 2.) Send out 5 emails to yesterday's results.
- 3.) Call Mrs. Jones to verify job/installation at 9:00 tomorrow morning.
- 4.) Follow up with Jim Sanders at 610-999-0987 about setting date for installation.
- 5.) Follow up with Randy Cosgrove at 610-455-0987 about Wednesday's installation.
- 6.) Renew anti-virus software with AFH computer 610-765-0987 – Dan.
- 7.) Get 250 postcards printed at Staples for Thursday hand-outs.
- 8.) Lunchtime: Buy new toner cartridge.
- 9.) Pay Toni's school tuition (check) and auto loan payment (online).
- 10.) Target Ocean Hills neighborhood for tomorrow's calls.

V.) **ORGANIZATION:**

How will you organize yourself to get things done? This is ultimately one of the questions that you need to address if you plan to succeed in business. That's because **ORGANIZATION** is one of the **7 Components of Creating a Full Developed Plan**. When you are organized, you are serious about your work. When you are disorganized, you have little chance of implementing your daily plan and effectively executing your work day. When you and your team members are organized – at your own desk and your employees work spaces – it means that you work as a mature adult and not as a school-boy. And it means that you are serious about succeeding at what you do.

AN ORGANIZED DESK

- 1.) You can touch or find any item (i.e. invoice, files, phone numbers, etc...) in 10 seconds or less.
- 2.) You have a BASIC Filing system – at your fingertips – that supports your work flow.
- 3.) Your desk is clear of: debris, food, coffee cups, junk mail, old files, and items that you are not working on at the moment.

- 4.) The contents of your desk consists of: 1-in and 1-out bin(s), a lamp, a HOT file, stapler/tape dispenser, a calendar, your 5 x 8 workable index cards in a 5 slot plastic holder, and the specific item (file) that you are working on...nothing else.
- 5.) Lots more

First, plan to work with the experienced person to ORGANIZE the many different functions of your day including: your desk organization, your administrative functions, your pro-active prospecting duties, your actual product and/or service delivery organization, and more.

Ultimately, you need to focus on the following issues when organizing your desk.

- A.) What should your work-desk and work pace look like: _____ B.) When (and who) performs certain administrative functions. _____.
- C.) How is company information communicated _____
- D.) Where will you set up your office: _____
- E.) How will you organize the effective delivery of your product/service: _____ .
- F.) How will you choose to „touch“ your client _____ .
- G.) What contact software will you use: _____
- H.) What are my 10 top files (and where are they) _____
- I.) What workable format (5 x 8 cards are suggested) have you developed – or will you develop – to assist you with your organization and prospecting efforts:

- J.) Have you created a system for delivering your product and service _____
- K.) Do you have a designated warehouse or other area (i.e. my garage, storage bin, for your business, etc...) and if so, how will I organize it to ensure maximum efficiency?

- L.) Will some of your employees be able to work from a satellite (home) office _____

The second aspect of organization involves how you plan to organize the delivery of your product and/or service.

ORGANIZING the DELIVERY of your product and/or service

- 1.) Determine and fill-out the activities for your business...as well as who will perform the duties of: administrative work, ordering, scheduling, customer contact, delivery of the product/service, advertising, pro-active work, etc.... You need to determine what needs to be done and who needs to do it...be sure to review and request input from your experienced consultant. _____.
- 2.) Develop a logical – STEP by STEP checklist – to ensure proper delivery of your product and/or service. _____.

- 3.) Streamline the activities – make it simple – for customers to work with you....don't confuse them. _____.
- 4.) Designate someone to manage the process. Designate someone to implement (deliver or perform) the process. It may be the same person (you). Communicate clearly.
- 5.) When working with limited space/resources, be certain to organize the area so that it serves your needs. _____.
- 6.) Think like a customer. How would you want your product or service delivered? ____.
- 7.) Ask customers for feedback regarding the delivery of your product or service. Share the information with your employees/other owners. Keep the good...change the bad.

With that in mind, briefly try to address the items just presented; to get you on track and give you a better understanding of what it takes to be truly organized.

When you organize your day, you organize the delivery of what you are selling. Organization is one of the most important items you can address both initially and on an ongoing basis...get **ORGANIZED**...in thought, word, and deed.

VI.) **PERSONAL PREPAREDNESS and PERSONAL ASSESSMENT EVALUATION:**

You need to clarify the demands of the business with the experienced business owner (i.e. time demands, personal demands, monetary demands, etc...) so that you are **PERSONALLY PREPARED** to execute your plan.

A. **PERSONAL PREPAREDNESS:** Are you ready to do this?

- 1.) Do you have sufficient physical energy to take on this new business? Yes ___ No ___
- 2.) Is your present physical, emotional, and mental health OK? Yes ___ No ___
- 3.) Are you too stressed at the moment to take on this business? Yes ___ No ___
- 4.) Are you prepared to work a lot more hours...each day? Yes ___ No ___
- 5.) Have you come to terms (personally) with being able and willing to work at this new business...either part time or full time? Yes ___ No ___
- 6.) Is now the right time to do this or should you wait for a better time? Now ___ Wait ___
- 7.) Are you considering the needs of your family with this decision? Yes ___ No ___
- 8.) Are your family/loved ones behind you and supportive? Yes ___ No ___
- 9.) Do you have the necessary financial ability to start this now? Yes ___ No ___
- 10.) Do you have Personal Obligations that may hinder you (i.e. elderly parents, young children, board membership, little league coach, etc...) _____

B. **PERSONAL ASSESSMENT:** Why do you want to accomplish this?

Define your current ASSETS (and desired Assets):

- Present Job or Career: _____ Family/Friends: _____
- Present Income: _____
- Desired Income: _____
- Present Hours of work per week: _____
- Desired Hours of Work each week _____
- Best Qualities: _____ Qualities I want to work on: _____
- Financial Resources (i.e. Cash, Stocks, Home, tools, etc...) _____
- **Top 3 things that you want** from your new business plan (i.e. make \$175,000 a year, work at home, buy a beach home, get out of present dead-end career, take control of your life, attain more flexibility, retire by age 55, spend more time with your family, do more charity work, etc...). The 3 should be pretty compelling reasons.
 - a.) _____
 - b.) _____
 - c.) _____

VII.) EXECUTION:

Will you follow through with your **PLAN**...and work it. Will you make it happen and what do you really want...what will make you execute on a daily basis?

EXECUTION is the Bottom Line. All the coaching, time-management skills, cash flow, customers, plans, organization, and personal preparedness, will not work... if we don't make it happen and follow through...by **EXECUTING**. You can only be assured of Executing your plan if there are compelling **EMOTIONAL REASONS** for you to do so.

Having compelling reasons to do all the things we need to do to make it happen...is what it takes. List your **EMOTIONAL GOALS – WHAT YOU WANT** – from your new business plan, which will motivate you to make this happen. You listed the Top 3 things you want above in the personal assessment area.

Now list 3 things you want to FEEL (i.e. personal satisfaction, free from the rat race, rich, fulfilled, happier, less stressed, peace of mind, etc...) in order to continue on...and keep refining this as you go on. I want to **FEEL**: 1.) _____

2.) _____

3.) _____

Here is the Bottom Line: Will you work your **PLAN for SUCCESS?** And what are you prepared to **DO?**

In other words, are you willing to pay attention to the vital items that you need to pay attention to? Are you getting results and acting on them (either way)? Are you mature enough to see what is working and what is not working...and adjust your activities accordingly? Are you going to do what you plan to do each day?

Here are items you need to address:

- 1.) Have you (or do you plan to) made contact with an **EXPERIENCED** coach/consultant to help you start? Yes ___ No ___.
- 2.) Are you planning to **utilize the mentor or coach** as you progress through the different stages of your business plan? Yes ___ No ___.
- 3.) Have you instituted mature **TIME-MANAGEMENT** skills for your activities? Yes ___ No ___.
- 4.) Are you willing to evaluate your **CASH FLOW** on a constant basis? Yes ___ No ___.
- 5.) Are you promoting your business enough (daily) to ensure a **CONSTANT STREAM OF CUSTOMERS?** Yes ___ No ___.
- 6.) Are you willing to write a **DAILY PLAN** each day? Yes ___ No ___.
- 7.) Are you **ORGANIZED** and set-up to approach each day? Yes ___ No ___.
- 8.) Are you **PERSONALLY PREPARED** (i.e. rested, planned, confident, emotionally/spiritually/physically OK)? Yes ___ No ___.
- 9.) Are you **EXECUTING** (working) all of the above? Yes ___ No ___.

The 3 ways to know if you are **EXECUTING** properly:

- A.) Are you constantly evaluating, improving, and challenging your **PLAN?**
- B.) Are your **RESULTS** changing as you change (improve) your plan?
- C.) Are you **WORKING YOUR PLAN?**

VIII.) CAPITAL INVESTMENT:

Making the Financial Investment needed to get started.

I purposely saved the **Cash Investment** section for last. My reasons for saving it until the very end are that:

- A.) People tend to mix the **CASH INVESTMENT** initially needed with the **CASH FLOWS**...and it confuses the issue.
- B.) People also often tend to add up the „costs“ they perceive to be needed when starting a business...and the „thoughts“ never get to a plan...and thus never get acted upon. The

plans (in our minds) are often killed in the recesses of the mind...before they ever see the light of day.

- C.) You can't begin to understand what Cash Investment is needed (or what you think is needed) before you have a **PLAN**. **The PLAN** and **your DECISION** dictate the **CASH INVESTMENT**...and not the other way around.
- D.) People often tend to focus on what they don't have. And people (without enough money) need to understand that they don't have enough money NOT to do what they want to do. You'll never have enough money if you don't do what you need to do. Not having enough **CASH INVESTMENT** is not a valid reason for not starting a business. **Adjust your CASH INVESTMENT...not your DECISION**.

Now, it's time to determine the **Capital Investment (CASH) needed** to initiate this business. This is your PLAN. This is your business. You need to complete this section. You do not need to have the money in your pocket or in your bank account. Let's get started.

Determine your **ASSETS** and your appetite to utilize them... and then evaluate your willingness to take on the necessary **EXPENSES** or **COSTS** needed to get your business up and running. So, there are actually 3 parts to your CASH INVESTMENT Analysis:

CASH INVESTMENT ANALYSIS:

- a.) First, determine the ASSETS at your disposal/available:

ASSETS:

Bank Account:	_____
Savings account:	_____
Mutual Funds:	_____
Cash Value of Life Insurance:	_____
Stock Value – Entire Portfolio:	_____
Real Estate Equity: (available line of credit)	_____
Monthly Salary (presently)	_____
Rental Income:	_____
Other Assets: (i.e. Jewelry, cars, paintings)	_____
Monthly cash from family trust, etc.	_____
Agreed-upon cash investment from DAD	_____
TOTAL ASSETS (available):	_____

b.) Second, determine the **COSTS** that you will incur:

COSTS:

Computer: (with software and setup) _____
Telephone: (with wireless headset) _____
Telephone: (1st 6 months bill) _____
Office furniture: (desk, lamp, files, chairs) _____
Multi-Function: printer/fax/scanner: _____
Stationary: letterhead, cards, envelopes _____ Other
office expense: cables/protectors/etc _____ Professional
Expense:
- Accountant: _____
- Attorney: _____
Rent:
- Office (1st 6 months) _____
- Warehouse/Store (1st 6 months) _____
Machinery: _____
Other Equipment: _____
Assistant/Secretary (1st 6 months) _____
Other Employees (1st 6 months) _____
Electric Expense: _____
Taxes: (SS and Unemployment) _____
Bank: Line of credit (1st 6 months) _____
Store/Warehouse merchandise needed _____
Initial Inventory Costs _____
Monthly draw for owner (me) if leaving job
to replace salary (1st 6 months) _____
Other: _____
TOTAL COSTS: _____

c.) Third, compare your **TOTAL ASSETS** _____ with your **TOTAL COSTS** _____ and determine how and what you are going to invest. Specifically, determine how much you are going to utilize...and where it is coming from. If, at first, it seems that you do not have enough money to start, **you still have options** (i.e. seek out another partner, keep your job for a while, reduce some of your initial expenses, adjust the intensity level of your initial months in business, start up part-time, etc...). Regardless of your mental state after doing the 1st 2 parts of this exercise, simply write down an adjusted ASSET and COST Analysis...and make the numbers work.

(ADJUSTED) ASSET and COST ANALYSIS of CASH INVESTMENT

ASSETS

Bank Account: _____
Savings Account: _____
Mutual Funds: _____
Cash Value – Life Insurance _____
Stock Value _____
Loan/Line of Credit: _____
Monthly Salary (presently) _____
Rental Income: _____
Other Assets: _____
Monthly cash – trust income _____
Cash investment from relative _____
Other: _____

TOTAL ASSETS: _____

COSTS:

Computer: _____
Telephone Equip: _____
Telephone bill: _____
Office furniture: _____
Printer/Scanner: _____
Stationary: _____
Other Office Expense _____
Professional Expense _____
Rent: office and other _____
Machinery/Equipment _____
Secretary/Emp/6 mths _____
Electric: _____
Taxes: _____
Bank line/loan _____
Initial Inventory: _____
Monthly draw (me) _____

TOTAL EXPENSES: _____

After evaluating your ADJUSTED assets and costs...feel free to keep adjusting in order to make it work. But realize one thing: Nothing gets initiated or started unless you perform these 7 parts of your plan...over and over again...until you get it right.

IX.) PROJECTIONS: (Fill-out with MSME)

X.) FORECASTS: (Fill-out with MSME)

CONCLUSION:

Success in anything is experienced in **ACTION**...it is never experienced in thought.

Your initial **DECISION** to address and implement the 10 **Key Components of a Fully Developed Business PLAN** is VITAL. Once you **DECIDE**, life takes on a new meaning.

CREATING A FULLY DEVELOPED PLAN is the key.

The „**X-factor**“ in any business enterprise is the owner’s ability to effectively **EXECUTE** the plan. Therefore, the most important element in Business Success involves YOU and your ability to address the items presented; nobody will do it for you.

There are literally hundreds of things you can DO to make your PLAN a reality in your life. This is the beginning of your FULLY DEVELOPED PLAN?

Print out this QUESTIONNAIRE again if you’d like...and refine what you initially wrote. Fill in the blanks again. Adjust it, change it, re-define it...it’s the beginning of your plan. The only way to have a PLAN...is to work a plan. And this involves a lot of soul-searching and personal input. You have to do it...nobody else will do it for you.

Now that you are done writing and filling in the blanks...it’s time to CREATE (with the MSME’s help) your FULLY DEVELOPED PLAN...it’s time for us to work together.

E-mail us directly at: msme2525@gmail.com call us at 610-261-0968...it’s time to use the information you just filled out...and create your FULLY DEVELOPED PLAN.

Go for it! God Bless!