

SIGNAL



# HOW TO MAKE A GREAT BUSINESS PLAN

AND STICK TO IT

[www.signalbizhub.org](http://www.signalbizhub.org)

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# Create a Business Plan (and stick to it)



**Learn | Inspire | Grow**



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# My Growth Planner

## ✓ BiZHUB steps

- ✓ **GETTING STARTED** – Planning and Goal Setting
- ✓ DELIVERING VALUE – Your value proposition
- ✓ IDEAL CUSTOMER - Customer segments
- ✓ MARKETING 101 - Marketing Channels
- ✓ BUSINESS COSTS & Increasing Sales
- ✓ COLLABORATION - Your Key Partners
- ✓ SOCIAL MEDIA - Digital Channels
- ✓ PRODUCTIVITY & Business Support
- ✓ COMMUNICATION - Customer Relationships

My Growth Planner Link Emailed

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# GETTING STARTED



Where do you start?

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Where to start?



Where are you going?

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Where to start?



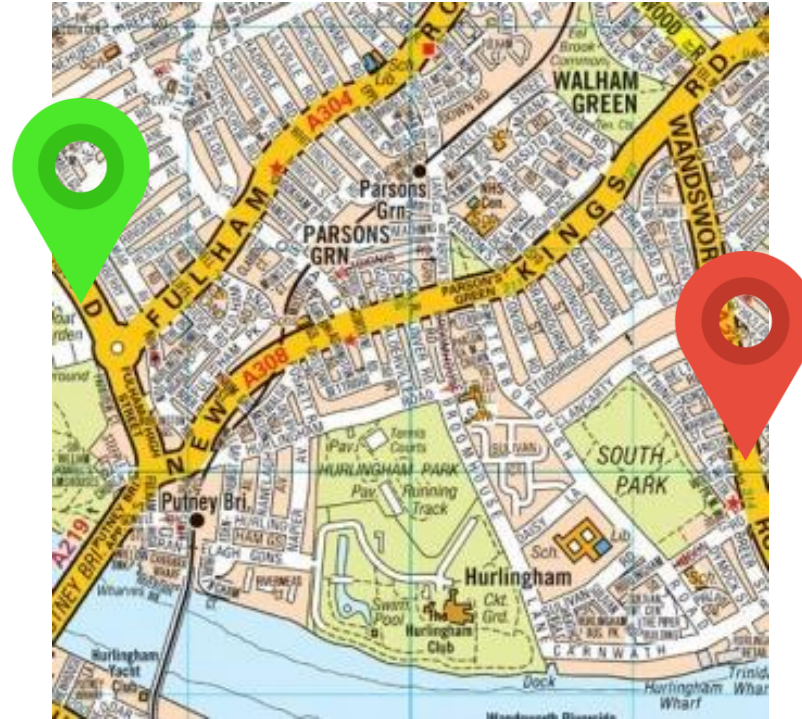
Like route planning

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Where to start?



Start with the End in Mind

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## 1) Identify your goals

- ✓ Retirement
- ✓ Business sale
- ✓ Income level
- ✓ Achievement
- ✓ Turnover/Profit
- ✓ Yours?

**Write answers down**



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# How long will it take?



Make a reasonable guesstimate

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## 2) Identify your timescale

- ✓ Monthly
- ✓ Quarterly
- ✓ Annual
- ✓ Medium term
- ✓ Long term
- ✓ Yours?

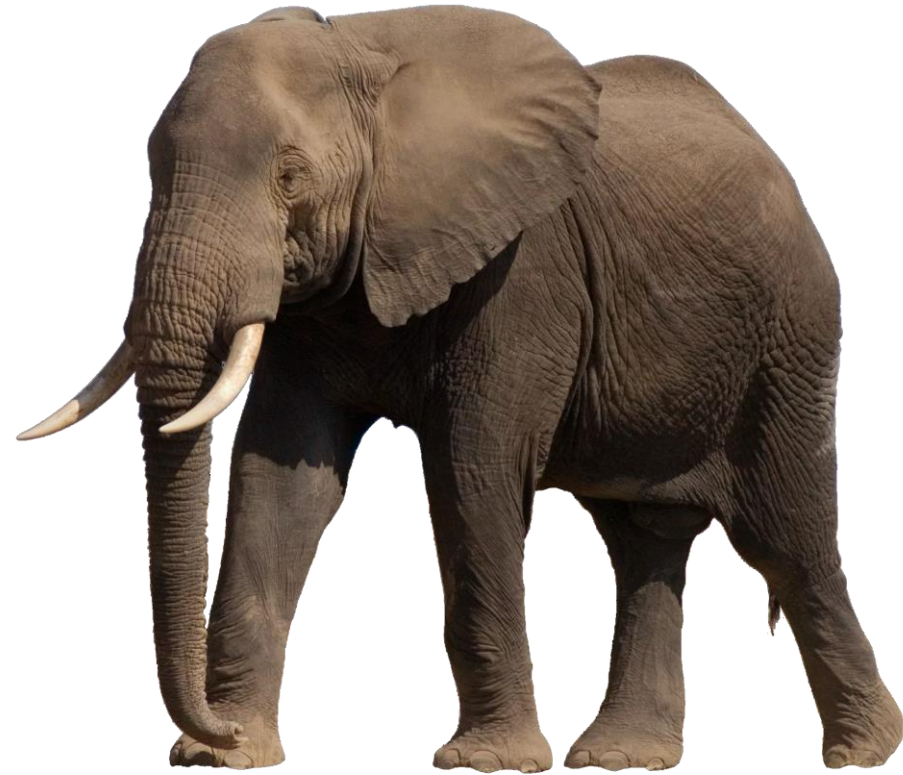
Write answers down

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How Do You Eat an Elephant?

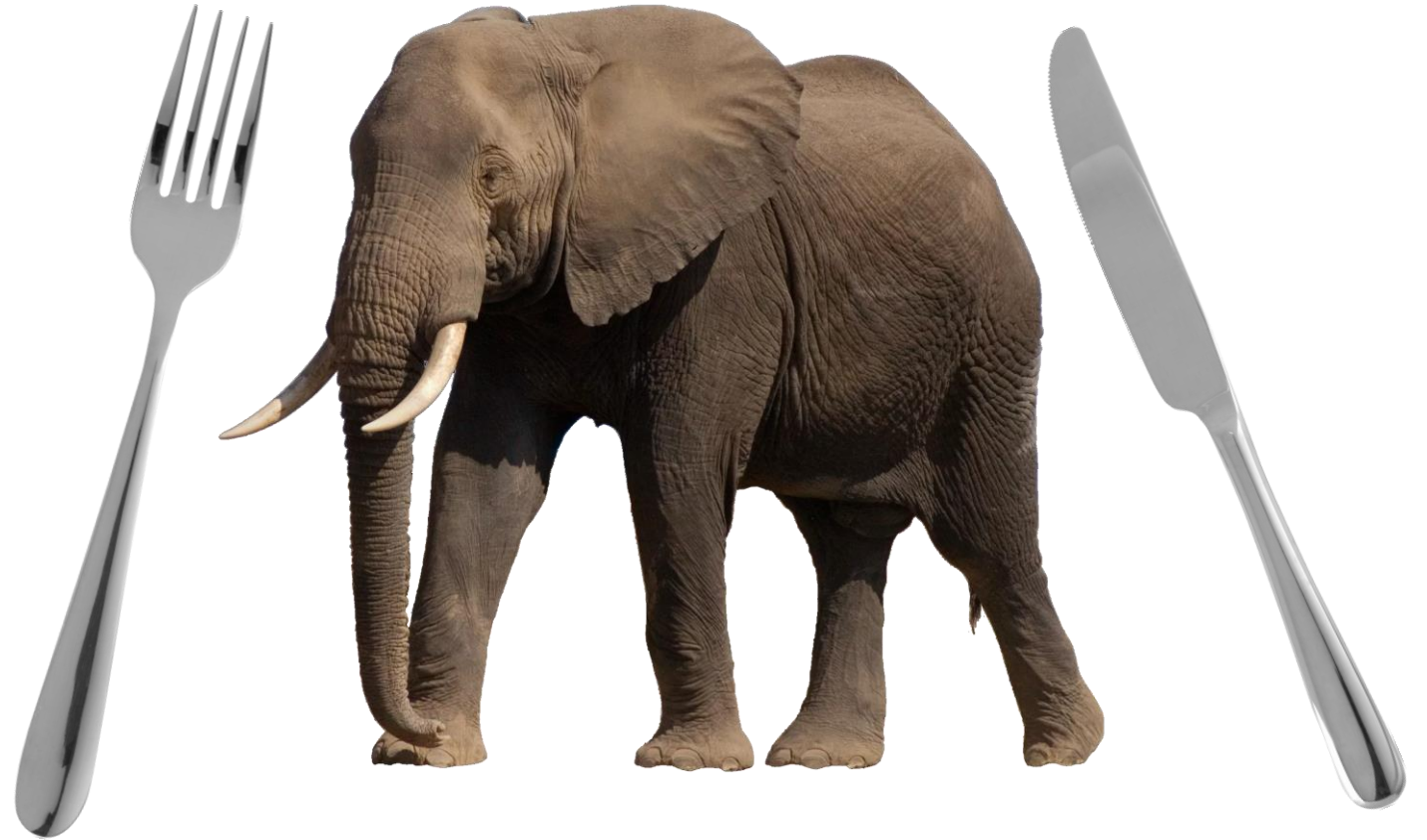


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# How Do You Eat an Elephant?



**One mouthful at a time!**

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## 3) Break into Chunks

- ✓ Your project outcome or goal?
  - ✓ Step 1
  - ✓ Step 2
  - ✓ Step 3
  - ✓ Step 4
  - ✓ Others...

Write answers down

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## 3) Break into Chunks

### S.M.A.R.T Goals

Review your goals are they clear and obtainable?

- ✓ **Specific** (straightforward, practical, considerable).
- ✓ **Measurable** (purposeful, inspiring).
- ✓ **Achievable** (predetermined, obtainable).
- ✓ **Relevant** (sensible, reasonable, resourced, results-based).
- ✓ **Timed** (time-based, time/cost restricted, time-focused).

**Write answers down**

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## 3) Break into Chunks

### F.A.S.T. Goals

Review your Goals again...

- ✓ **Frequently reviewed** (discuss, check, assess).
- ✓ **Ambitious** (push yourself, challenge assumptions).
- ✓ **Specific** (clearly define the numbers).
- ✓ **Transparent** (accountability, honest, focused).

**Write answers down**



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## 4) Resources

- ✓ Resources
  - ✓ Time
  - ✓ Money
  - ✓ Personnel
  - ✓ Equipment
  - ✓ Training
  - ✓ Workspace
  - ✓ Others?

**Write answers down**



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## 5) Reviews & Reports



Mum/Dad... are we there yet?

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## 5) Reviews & Reports



How are you progressing?



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## 5) Reviews & Reports

- ✓ Know your numbers
  - ✓ Budget
  - ✓ Hours spent
  - ✓ Targets
  - ✓ Conversions
  - ✓ Sales calls
  - ✓ Others?

Write answers down



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## Example 1

- ✓ **A Financial Goal**
  - ✓ Turnover/profit increase
  - ✓ Conversion rate
  - ✓ Improve or scale sales funnel
  - ✓ Tasks required to achieve this



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## Example 2

- ✓ A Project Goal – Book
  - ✓ Number of words or pages
  - ✓ Time each day
  - ✓ Words written
  - ✓ Hours required

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## Example 3

- ✓ **Improve Your Lifestyle**
  - ✓ Where you live/Ideal home/decor
  - ✓ What you do every day
  - ✓ How many hours you spend doing it
  - ✓ Who you spend time with
  - ✓ Vision board to make it 'live'

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# My Growth Planner



Growth Planner Link Emailed



# Create a Business Plan (and stick to it)

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## My Growth Planner

- ✓ **Delivering value**
  - ✓ What is your value proposition?
  - ✓ What benefit do you provide?
  - ✓ Who do you provide it for?
  - ✓ Why you're better than competitors





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## My Growth Planner

### BiZHUB Example

- ✓ Our market: small biz owners in the local area.
- ✓ Several 'pain' points for this group (as you know!)
- ✓ Two key problems are
  - Isolation
  - Ignorance.

These are business critical, if not addressed the small business is likely to struggle and fail.

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# My Growth Planner

- ✓ **Delivering value**
  - ✓ What is your value proposition?
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  - ✓ Why you're better than competitors

**Write answers down**

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# My Growth Planner

- ✓ **Ideal customer**
  - ✓ Who are they?
  - ✓ Where are they?
  - ✓ What defines them as prospects?
  - ✓ One customer segment or several?



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# My Growth Planner

- ✓ **BiZHUB Example**
  - ✓ Not EVERYONE is a customer
  - ✓ Start-ups, solopreneurs small business
  - ✓ Actively wants to grow
  - ✓ Wants accountability
  - ✓ Seeks support

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# My Growth Planner

- ✓ **Ideal customer**
  - ✓ Who are they
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**Write answers down**



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# My Growth Planner

## ✓ Further steps

- ✓ ~~GETTING STARTED~~ – Planning and Goal Setting
- ✓ **DELIVERING VALUE** – Your value proposition - February
- ✓ **IDEAL CUSTOMER** - Customer segments - March
- ✓ **MARKETING 101** - Marketing Channels
- ✓ **BUSINESS COSTS & Increasing Sales**
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## Your BiZHUB Buddy

- ✓ **Fill out the form**
  - ✓ Your first choice
  - ✓ Your second choice

**Hand in to the team**

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Commit to  
Making 2020  
Your Best  
Year Yet

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**BiZHUB 2020**



If you are TRULY committed to changing your results this year **SiGNAL BiZHUB** is a great place to start growing your business.



## My Growth Planner Template

### GETTING STARTED - Planning

<p><b>1) Identify your goals</b> What is your goal? Short, Medium or Long term?</p>	<p><b>2) Identify your timescale</b> How long will you need to achieve your goal?</p>
<p><b>3) Break goals into chunks</b> Stages to reach your goal, make S.M.A.R.T. and F.A.S.T.</p>	<p><b>4) What resources do you need?</b> List all essential resources each stage of your plan requires.</p>
<p><b>5) Review and Report</b> How will you know you're on target? Your key numbers?</p>	<p><b>Notes</b></p>

## Additional Insights

<p><b>Delivering Value</b> What is your value proposition? What benefit do you provide? Who do you provide it for? Why you're better than competitors</p>	
<p><b>Ideal Customers</b> Who are they? Where are they? What defines them as prospects? One customer segment or several?</p>	
<p><b>Does your Ideal Customer Need and /or Want your Value Proposition and Why?</b></p>	