



“I thought I knew who my target market was but THIS has really helped me to understand that I need to get more specific in order to be more successful.” - Brenda

“This workshop was SO good. It was a great wake-up call for me to really go back to some of the basics that I’ve gotten away from like regular SWOTs. Thank you for reminding me!” - Paula

BUSINESS PLANNING

Do you know that you really SHOULD write a business plan but can’t wrap your head around WHY it’s important?

You’re probably thinking that you’ll need to write a 100-page ‘book’ that will end up getting stashed in a drawer and never looked at again. Well, we’re here to tell you that a business plan IS important and that writing it can be (perhaps you should sit down) fun!

Your business plan is your ROADMAP in business. It outlines where you’ve said you want to take your business and how you plan to get there. After all, how silly is it to strike out on any journey if you don’t have a destination OR a route in mind? Yet too many business owners do just that!

In this one-day live workshop, your Coach will dive into what makes an effective business plan that actually becomes a tool you can use regularly to keep your business on track. The session is full-on and fast-paced and covers topics like these:

- » How to clarify your ‘why’ – what is your business REALLY all about?
- » How a SWOT analysis can help you identify opportunities
- » What your ‘ideal’ client looks like and where to find them – many of our attendees have found this concept to be helpful, as they haven’t gotten specific enough
- » Which basic financial statements you need to understand and how they can help you manage your business
- » Your TOP 3 goals for the year and the beginnings of an action plan to achieve them – our attendees love having tangible goals to work on directly following the workshop

You’ll connect with others in your region who are working through the same process, so you’ll hear best practice tips and ideas from others in the session with you. You’ll be able to share challenges and solicit input from the group. You’ll reflect on your goals and purpose and ultimately walk away with a basic business plan, goals and a ‘roadmap’ for your business future that you can continue to reference and build on!