

*PowerStart your business today with...*

# The One Page Business Plan<sup>®</sup>

The One Page Business Plan methodology is the fastest, easiest way to write a plan. Using key words and short phrases plans can be created for a company, business unit, department, project or program... on a single page. This methodology focuses everyone in your company on what is important and critical for success!

## **Women Helping Women in Business, Inc.** FY2009 Business Plan



### **vision**

Within the next five years become nationally known author, publisher and consultant serving women entrepreneurs and independent business owners by creating women-friendly business books, tapes, CDs, workshops... supported by a national network of certified women consultants/coaches.

### **Vision**

What are you building?



### **mission**

Simplify the business of business for women entrepreneurs!

### **Mission**

Why does this business exist?



### **objectives**

- Generate \$215,000 in total revenues in 2009.
- Achieve profit before tax of \$110,000.
- Land 20 new clients, generate at least \$100,000 in coaching revenue.
- Sell 3,000 "Women in Business" books generating \$30,000 in sales.
- Conduct monthly workshops, generate minimum of \$60,000.
- Recruit/train at least 10 certified "Women in Business" Practitioners by 12/31.
- Speak at least twice a month; target of 30 speaking engagements for the year.

### **Objectives**

What will you measure?



### **strategies**

- Become nationally known as "the" resource for women in business.
- Use network/personal contacts to create opports to speak, get reviews, articles published
- Self publish to start, prove marketability, seek national publisher
- Continue to turn coaching/consulting processes into products; products into programs
- Create products & programs for others to sell that serve the entrepreneurial market
- Seek endorsements/approval/intros/quotes from noted authors, CEOs, SBA
- Exit strategy: sell to major publisher or business training company in 10 years
- Collaborate! Remember, can't do this by myself... Always keep it simple!

### **Strategies**

What will make this business successful over time?



### **action plans**

- Develop publicity & marketing plan by 2/28.
- Develop Women in Business practitioners program by 3/31.
- Contract w/Audio Designs for CD production by 6/30.
- Submit articles to Inc, Entrepreneur, Home Based Business for Dec. publication by 7/31.
- Complete mailing to 250 trade associations by Sept. 1st for 2010 speaking engagements
- Complete "Stress Free Selling" CD by 10/31.
- Complete "Profitability is No Accident book" w/ R. Miller by 12/31.

### **Action Plans**

What is the work to be done?