

A Partnership of Planned Success

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Sandi and Peggy were laid off from their executive jobs after 9/11. They had worked together on a few complex projects and dealt with high level stress situations. They liked and respected each other and felt a kinship of shared values. As they considered next moves they discovered they both wanted to grow a business, not get another job.

So, and this is the amazing part, they put together a business plan. They did this *first*, before they launched their business. Before they sunk a fortune into a runaway-horse of an ill-conceived idea, they actually *planned* their success.

Perhaps that's why they grew from start up with an initial \$3000 investment in 2003 to \$5 million in revenue in 2010. They are revved up and plan-ready for

\$10 million in sales this year. Wow. Peggy and Sandi are humble yet confident. To use their own adjectives, they are reasonable and practical. They lay out their plans for marketing, sales, operations and finance. They look for holes and potential problems and refine the plan. Then they commit. They are frugal and functional in their spending. My friend, finance wiz Libby Ladu, and I will be interviewing Peggy and Sandi on March 30th. Mark your calendar and [check it out](#). These two have so much to share about dream building and down-to-earth accountability.

Business planning is a powerful way to get what you want out of life and business. Planned or be planned for. If you don't choose, you run the risk of being at the effect of others whims and intentions. We are too old to waste time. Why not ask and answer the question, "What do I really want?" Write it down and make it happen. Because what you really, really want will be really good for you and the rest of us, too.

So, better [saddle up for Step by Step](#). It's a focused, simple approach to fundamental change. [Check it out!](#)



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About Ellen Rohr

Ellen Rohr, president of [www.BareBonesBiz.com](#), teaches the basics, the few things that make all the difference to your business success. Ellen nearly sank her own family's business. Then, she learned how to keep track of the money...and make more of it. In turn, she has helped thousands of biz builders start, fix and grow their companies. She is a columnist for PHC News, Business Journals, and lots of trade magazines— providing "in the trenches" insight that business owners can relate to. As president of Benjamin Franklin, The Punctual Plumber, a home service franchise company, the company grew from zero to \$40 million in sales, 47 locations, in less than 2 years. Ellen is the author of three business basics books, including *Where Did the Money Go?*, and *How Much Should I Charge?* and *The Bare Bones Biz Plan*.

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