

The EzyPlan 2.0

Rethink the way you strategically
plan your business, in 5 minutes!

IDEAS



The Five Minute Business Plan

Your business:

Date:



The five minute plan.

How to write a real strategic business plan, that can work!

Building a successful business generally doesn't happen without planning, and often it doesn't happen with that, if it isn't done the right way, for the right reasons, and then reviewed and managed. And that's the key part, the review, but it starts with not just a plan, but a strategic plan, that outlines exactly how this business will do what it does, and why.

You need to know the how and what of writing a business, financial and marketing plan, to get the why and what process next, to do everything possible to successfully build a business. Let's firstly look at a couple of definitions as to distinguish the terminology.

A plan

According to Business Queensland, a business plan documents your objectives and the strategies and structures you have in place for achieving them. Your business plan should explain how you will manage all the important aspects of your business, from products and services to operational plans and finances.

A strategy

A business strategy is a plan that helps a company achieve its goals. It includes tactics for marketing, finance, operations, and other areas. A business strategy aims to give the company a competitive advantage..

So, looking at both these definitions, they both include each other. A plan is a strategy, and a strategy is a plan! The truth with planning, is that most plans are really nothing more than a goal, or a dream. "I hope in 12 months, we will have done X in sales", and that's often it.

There are often two key areas that get missed with most planning activities.

They are rarely reviewed, or even ask questions. so that you can ensure your on track with the plans, and if not why. All too often plans aren't reviewed other than at end of financial year time, you do the accounts, or your accountant does, and you realise things had gone the way you wanted! Try harder next time right? Plans should be reviewed at least quarterly, if not monthly. It's not about changing the plan, it's about modifying the action (do something, or at least what you said you would)!

And then management. Ensure that something is done as a result of that review, to make the changes needed, to get back on track. People (you) have to be kept accountable, so that the plans and strategies, are achieved.

Some background first; before you start.

According to statistics that haven't changed for some time, 80% of all businesses fail in the first five years, and of the ones that made it through, 80% of them fail in the second five. The other interesting part of that is that less than 17% of businesses do any planning, and of the ones that did, around 50% of them, never look at it again anyway.

But according to a recent survey, business that planned, grew 30% faster, and further than those that didn't, and 71% of the fastest growing businesses, used a plan. There has to be something in it, and there is. If you know where your going and how to get there, and are held accountable, you get there!

How to use the five minute business plan.

There are really only five things that matter in building a business, but each of them have additional aspects needed to make them work. You can't just pray for customers, you need a strategy.

Everything boils down to customers, average sale, and frequency. But to get there, you start before, with marketing and leads.

But like just about everything in business (or life) you start with the end result you want, what's the net objective. Sales, the income, the revenue. Now profit is also important, but let's start here first.

Each section is numbered, not from top to bottom, but in order of strategic planning importance was.

Part 1: identify the sales income number you want, eg \$2,000 per week (or whatever). There's an example, in the "current" column, add your 1st (worst case) in the next, the ideal scenario in the next, and the big hairy goal, in the third.

Part 2: Add the average sale value. How much does an average customer spend each time they buy? Could it change, go down, or up, in the BIG ideas?

Part 3: Frequency. How often do they come in, per week, month or year (if that's how you're working this out. (You can use this for any period, if it's week multiply by 4.3 to get a month and then 12, if it's yearly. Keep in mind, if you take 4 weeks off, then you should calculate by 11 months of real income)!

Part 4: Divide the 1: sales, by 2: average sale value and divide again by 3: frequency, that gives you the customer numbers you need. Try it in different scenarios in the three columns. This tells you the number of customers you need, to reach your target.

Part 5: Leads, getting to the customers. This is the outcome of the marketing, and the leads that are generated, that then result in customers. The only thing that we need here, is the lead number. That can change everything, but, you need to know the marketing results. (We'll go into that deeper another time) but what we need to know is what leads are coming in from where, for example: website, social media, print advertising, telemarketing, signs on the car, networking, etc, where do the leads come from, what works, and what doesn't? How many leads per day, week, month, etc.

The leads to customers is important. It tells us the conversion number. For example in the current sample column, leads are 100, and customers are 10, that's a 1 in 10 conversion. Lots of questions here, but to start:

How do you get a better conversion. Say 1 in 5, that could potentially double sales alone!

And what happens to the ones that say no, that don't buy? What do you do to follow up and convert them later?

Plus you could also add, how do we increase the lead numbers?

Part 6: Profit. There's a number of factors here, but we are looking at total costs here. Normally you would split cost of product to give you a gross profit, and then take off all overhead and others costs, that give you a net profit. In this five minute plan, we will look at total cost as a percentage, but look at the reverse, as the **profit percentage**. In the current example, I've look at everything costing 50% of a sale, giving me a 50% profit margin. So I make \$2,000 in income, and at 50% profit, that's \$1,000 net profit.

Now you have a strategic plan, it doesn't contain everything, but it gives you what you need to grow. Marketing, leads, customers, (brand, profile, attraction, and conversion; **the sales process**) the importance of average sale and frequency (**customer service experience**) then finishing on **profit**. Looking at how can you increase that by looking at reducing spending, or increasing sales price.

Yes, there's definitely more to it, but This is a great place to start and it's easy and quick. One of the reasons people don't plan is it takes too long and it's too complicated. There's no excuse here, five minutes.

Get started, try it and then do it again, until it looks right. If you've never planned anything in your business before, this is a great way to start, if you're a regular at it, this is a sensational way to rethink the process and possibilities. Try it, it works!



The 5 minute plan!

87% of businesses don't plan at all, ever! And that's probably part of the reason that over 92% of businesses close. There are a number reasons why not, but part is based around, its all too hard. But in fact **there's only 3 key drivers** to the process, other than ensuring you do what it is you need to do. **That's accountability!** Businesses need marketing, that gives you leads, that convert to customers, that buy, and repeat. That's it! Know the numbers, then do it, and businesses grow, and grow faster. **Work backwards, from the income you want!**



Marketing	Current	Worst case	This is it!	BIG ideas
What marketing activities are there?	Eg: social media, website, events, advertising.			
5: Leads What's the conversion ratio? What happens to the no's?	100			
4: Customers How many customers do you have in a given time? (wk)	10			
2: Average sale value What's the average	\$100			
3: Frequency How often do they come in and buy?	2			
1: <u>Sales income, gross revenue</u> (1 x 2 x 3)	$10 \times \$100 \times 2$ \$2,000/wk			
6: Profit What's the profit margin after "all" costs?	50%			
Net income	\$1,000/wk			

What's next?

So you've got the outline of a plan. You know the customer numbers you need, to achieve the net profit you want, so how do you get to the customers?

It shouldn't be complicated! (And it isn't)

The one page plans. How they work.

- Complete them in full (five minutes each)
- Print them off to A1 (BIG) and blue tac to the business/office wall.
- Then do a five minute review weekly, and ask one question. "Are we on track"?

The one page business plan. Simply an overview of what you do, how you do it and when it needs to be done by.

The one page financial plan. Pricing, sales needed, costs, and profit.

The one page marketing plan. This is KEY. Anything can sell! Just get the marketing, promotion and sales done!

It's all about the marketing. Well actually about four key areas.

1. The name
2. The brand
3. The profile
4. The marketing
5. The sales process (conversion)

Get these parts right, understand the numbers and return on investment on everything, the data, and be clear about what happens even with the leads that get a no, and anything can sell. And I mean anything.

1: The name.

There's a lot more to the name you pick, than most think. It's not the only thing, and there are solutions to overcome name confusion, but if your name sells out what you do, and know one else has anything else like it, searching for and finding you, is easier. There are options. You could spend money on SEO, key words, Google ads, but it can also be done smarter. The keys are simple, be findable, be memorable, eliminate confusion.

2: The brand.

Make it stand out everywhere. The digital, shopfront, print, business card, signage everything. Make it different from your competition, and make it easy for people to see you, know what you do and find you again, easy. Don't hide. The easiest way to lose a customer is confusion in the message.

3: The profile

This is something that rarely gets talked about, and often missed. The profile is your billboard, every opportunity to be seen somewhere. Website, socials, car, signs, print, branding. It's about being seen, and being seen often.

4: The marketing

Every business needs marketing, and it's not just about Facebook. But social media can be a key part of it, but one post a month won't work. Try everything, all businesses are different, and some things work and others don't. Test, measure and adjust. But do some, and do it regularly. And at some point, businesses need to invest, but get the organic side of things going first.

5: The sales process

Sales is a numbers game, it always has been, not everyone will say yes, but the idea is to get the best conversion number you can. Sales should also be scripted, don't just wing it. Every presentation, should be roughly the same, so it's replicable, but can also be reviewed, to identify what goes wrong and right.

Here's an example. Let say you have 100 leads a month, and currently 20 of them say yes and buy. There's a couple of questions that need to be asked.

How do you get a better conversion, 20, 30, plus

And what happens to the leads that say no. Are they followed up, to convert at a later date?

When you know what you need to get the result you want, everything becomes clearer. The solution to any real business success, and that's sales of enough numbers, at a high enough profit, is all a result of the marketing and sales process. The key is knowing what's going on, what results are you getting from the marketing that you're doing, and all too often, the problem is little to no numbers!

Every business should never rely on just one marketing or lead source, in case it shuts down, and leads stop. Have ten and hopefully all working the same.

The other part about understanding your marketing is knowing what works and what doesn't. If platforms you're using aren't working, how can you get them going, and with the ones that are, how can you get an even better result?

Business plans to a number of steps further than this, but this is without doubt, what 80% of planning is about. Yes there are the fundamentals about your target market, the competition, market research, and much more. But knowing the numbers in marketing and sales, and getting the best possible in profit is it! That's the reason businesses work.

Try it, it works!



The one page plan outline: The Business Plan

Planning is key: If you know where you're going, there's a good chance you'll get there.

Business, marketing and financial plans are key to getting your business to where you want, but its only part of the process. The most important part is reviewing the plan regularly. That might be weekly, monthly, quarterly and yearly. Then asking a series of questions. Are we on track and if not, why not? What didn't we do, that we said we would. Write the plan, have an objective, clear strategies and then follow it!

There are nine (9) keys to the business planning process, these are what is really important, and has a direct impact on the potential and the eventual outcomes the business gets. Focus on them first.



**ReThink
Business
Growth**

Objectives	Strategies	Outcomes
What we do & why What?	How we do it How?	B'seen, b'found, profile Where?
Marketing & promotion Process	Sales, conversion, b'heard Numbers	Service, retention Frequency
Target market, sales Who?	Sales, income, profit \$	Management, results, review Questions

The one page financial plan.

Planning is key: If you know where you're going, there's a good chance you'll get there.

Can you plan the financial outcome of a business in 9 boxes? Probably not, but if you at least know what the fundamental aspects that effect costs, sales and profit, there's a chance you'll get there. Business, marketing and financial plans are key to getting your business to where you want, but its only part of the process. The most important part is reviewing the plan regularly. That might be weekly, monthly, quarterly and yearly. Then asking a series of questions. Are we on track and if not, why not? What didn't we do, that we said we would. Write the plan, have an objective, clear strategies and then follow it!



Objective	Strategies	Outcomes
Pricing/sales	Cost of product	Customers numbers
Gross profit	Overhead costs	Tax, GST, super
Cashflow & viability	Profit	Measures of Success Outcomes:

The one page marketing plan.

Planning is key: If you know where you're going, there's a good chance you'll get there, but, without marketing, nothing happens!

There are three key plans in business, and without marketing, prospective clients don't know you exist, so they don't buy! Marketing needs a strategy and a process to ensure it happens. Business, marketing and financial plans are key to getting your business to where you want, but its only part of the process. The most important part is reviewing the plan regularly. That might be weekly, monthly, quarterly and yearly. Then asking a series of questions. Are we on track and if not, why not? What didn't we do, that we said we would. Write the plan, have an objective, clear strategies and then follow it!

The logo for 'ReThink Business Growth' is located in the top right corner. It consists of a dark grey circle containing the text 'ReThink Business Growth' in a bold, sans-serif font. 'ReThink' is in white, 'Business' is in orange, and 'Growth' is in white.

Audience

Strategies

Activities

Target: the who

Marketing Goals & objectives: what

Marketing Channels

Customer Journey

Key Strategies

Tactics & Activities

Value Proposition

Price & Positioning

Measures of Success



Uncomplicate your business

New skills, integrated solutions, ongoing support

It's not just about what you do, make or sell, or how well you market it alone, it's everything. Everything has an effect and it's often the little things that make a huge difference to your business and its success.

**Uncomplicate your business now.
Welcome to Mybusinessnow and**



Smart People
Planning
Possibilities



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