



# The One Hour BUSINESS PLAN

By Brian Tracy



our business plan is the blueprint that you must have to build a high profit business.

When you develop your **Business Plan**, you are required to think through the critical issues that determine your success or failure.

1

**Your Mission Statement** – What change or improvement do you want to accomplish for your customer?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

2

**What are your values?** What do you believe in and stand for in business?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

1

3

**What is your Value Proposition?** What is it about your product or service that makes it different and better than anything else?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4

**Who is your Ideal Customer?** The person who will buy your product faster than anyone else?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

5

**Marketing Strategy** – There are four key principles that determine how much you sell:

1 **Specialization** – You must specialize in a particular area.

a. Customers? \_\_\_\_\_

b. Products? \_\_\_\_\_

c. Services? \_\_\_\_\_

d. Geography? \_\_\_\_\_

2

- 2 **Differentiation** – Your product/service must be superior to your competitors.

In what way is your product superior to other products that compete with it?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

- 3 **Segmentation** - Who are the best customers who can and will buy your product?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

- 4 **Concentration** - How can you focus your advertising and sales efforts on your best possible customers?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

**The Marketing Mix** – The 7 key factors that determine the success or failure of your business.

- 1 **Product** - Exactly what change, improvement or transformation does your product/service make in your customer's life?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

- 2 **Price** – How much can you charge for your product/service?

1 Retail? \_\_\_\_\_

2 Wholesale? \_\_\_\_\_

3 Bulk purchases? \_\_\_\_\_

- 3 **Place** - Where do you offer your product? Where do customers acquire it?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

- 4 **Promotion** – What is your strategy to market (attract prospects) and sell (convert prospects) into customers?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

- 5 **Packaging** - How does your product, people and place of business look on the outside?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

- 6 **Positioning** - What do people say about your company or product? What do you want them to say?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

- 7 **People** – Who are the key people who speak to your customers, or who interact with them?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

7

**Competitive Analysis** - Who or what is your competition?

- 1 **Direct competition** - Companies who sell an identical or similar product?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

- 2 **Indirect competitor** - Alternative or substitute products to what you offer?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

3 In what ways is your product or service superior to those of your competitors?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

**Unique Selling Proposition:** What one benefit or value do you offer to your customers that no one else can offer?

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**Finances** - How much money do you need to fund your business?

1 Your **start-up** costs?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

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2 **Your cost** for offices, facilities, furniture, equipment, computers?

a. Offices? \_\_\_\_\_

b. Facilities? \_\_\_\_\_

c. Furniture? \_\_\_\_\_

d. Equipment? \_\_\_\_\_

e. Computers? \_\_\_\_\_

f. Other Expenses? \_\_\_\_\_

**Rule:** Everything costs twice as much and takes three times as long.

3 **Your break-even point?** How much do you have to sell to pay 100% of your operating expenses each month?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 **Your sources of money?** Where will you get the money you need?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_



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**Production** – What are all the materials and ingredients that you will require to produce or offer your products or services?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

10

**How much will it cost** to assemble or get everything you need to produce your product?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

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How will you **deliver, distribute** and get your products to your customers?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

12

**How much will it cost** to deliver and distribute your products?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

13

**People** – What are the people skills you need to produce, sell and deliver your products?

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

14

**Financial Plan** – Where you combine all the information you have gathered.

A financial plan includes the following numbers:

- 1 **Top Line** – Sales and revenues expected – for each month.
- 2 **Middle Lines** – List all the costs necessary to produce, sell, deliver and operate your business.
  - a. Costs of production and products sold
  - b. Costs of salaries and wages
  - c. All costs of delivery and customer service
  - d. Costs of advertising, marketing, sales
  - e. All other costs
- 3 **Bottom Line** – Deduct all costs and expenses from sales and revenues to get your profit or loss.

Create this analysis for 12-18 months into the future.

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4 **Check and double check** every number to assure accuracy.

Be prepared to revise these numbers when you receive new information.

15

**Action Planning** – What actions are you going to take to develop and implement your business plan?

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**What one action** are you going to take immediately?

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