







PowerStart Your business today with...

The One Page Business Plan[®]

Write a clear, concise business plan with key words and short phrases using the sample business plan below as a guide. Your completed One Page Business Plan should successfully answer the five key questions.

<p><i>E Management Book & Consulting Company</i> Mary Smith, Author, Consultant, Speaker, Trainer FY2012 Plan</p>		
 <p>vision</p> <p>What are you building?</p>	<p>Over next three years become nationally known author, publisher and consultant serving entrepreneurs and independent business owners generating minimum of \$500,000.</p> <ul style="list-style-type: none"> • Consult primarily in SF Bay Area; approximately 30% of my time • Create products (books, tapes, CDs) for the entrepreneurial market – 25% • Speak extensively regionally, building to national recognition – 25% 	
 <p>mission</p> <p>Why does this business exist?</p>	<p>Simplify the business of business for entrepreneurs</p>	
 <p>objectives</p> <p>What will you measure?</p>	<ul style="list-style-type: none"> • Generate \$320,000 in total revenues in 2012. • Achieve Profit before Taxes of \$250,000 • Market and sell five (5) consulting projects at a minimum of \$20,000 each; total of \$100,000 • Sell 6,000 “E Management books” at average net price of \$20.00 generating \$120,000 in sales. • Speak at least twice a month; target of 30 speaking engagements for the year; net \$50,000. • Write at least one article a month • Recruit and train at least 10 registered/certified “E Mgt.” Practitioners by 12/31/2006; \$50k 	
 <p>strategies</p> <p>How will you build this business?</p>	<ul style="list-style-type: none"> • Collaborate to complete; can’t do this by myself...Always keep it simple! • 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 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 • Build brand & corporate identity w/ active involvement in prof., trade & industry associations. • Exit strategy: sell to major publisher or business training company in 5-7 years 	
 <p>action plans</p> <p>What is the work to be done?</p>	<ul style="list-style-type: none"> • Develop publicity & marketing plan by 2/28. • Develop E Management practitioners program by 3/31. • Contract w/Audio Design Productions for audio tape production by 6/30. • Submit articles to Inc, Entrepreneur, Home Base Business for Dec. publication by 7/31. • Complete mailing to 250 trade associations by Sept. 1st for 2006 speaking engagements • Schedule 4 meetings w/ R. Miller to complete 2nd book; 9/15 & 30, 10/15 & 10/31 • Complete “E Mgt.” Audio tape by 10/31. • Complete Profitability is No Accident book w/ R. Miller by 12/31/06 	