

Smart Startup Seminar & Products, Inc.

Melissa Jones, Author, Speaker, President

FY 2018 Business Plan



vision

Within the next five years become internationally known author, professional speaker and grow Smart Startup Seminars & Products, Inc. into a \$500,000 national seminar, business products and coaching services company providing simple, practical and essential products and services to help first time entrepreneurs start and build successful businesses to replace their jobs lost in this recession.

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Consult primarily in greater Boston metro area; approximately 30% of my time.
Create products (books, apps, toolkits) for the entrepreneurial startup market.
Speak extensively regionally, building to national recognition.



mission

We help first time entrepreneurs startup and build profitable businesses!



objectives

- Generate total revenues of \$150,000 in FY 2018.
- Achieve Profit before tax (my take home pay) of \$110,000 in FY 2018.
- Increase active consulting/coaching client base from 8 to 12 by June 30th.
- Secure 12 paid speaking engagements at average fee of \$2,500.
- Sell 1,000 books in FY2018; 5,000 in FY2019, 10,000 in FY 2020.
- License, train & certified 10 Smart Startup consultants in 2018, 20 in 2019.
- Complete Smart Startup mobile app by 8/31; sell 500 units by 12/31.
- Complete Profitability is No Accident book by 12/31/18. Sell 500 copies in 2019.



strategies

- Focus on first time entrepreneurs! People who must replace their W-2 income!
- Collaborate to complete products, can't do this by myself...Always keep it simple!
- Use network/personal contacts to create opportunities to speak, get reviews, articles published.
- Self publish to start, prove marketability, seek national publisher w/in 3 – 5 years.
- Create new products by turning consulting products into products; turn products into programs.
- Build national credibility & awareness w/ endorsements from high profile authors, CEO's, SBA.
- Build national brand & corporate identity thru consistent marketing, PR, creative events, pro bono work.
- Exit strategy: sell to major publisher or business training company in 7 – 10 years.



action plans

- Develop publicity and marketing plan for Q3 by March 31st.
- Build and launch web store system by April 1st.
- Complete article w/ 3 case studies for Inc. magazine by June 15th.
- Contract w/ Zfuture Design Productions for Smart Startup App by Feb 1st, complete by Aug 31st.
- Complete development of Smart Startup Certification Program by Sept. 15th
- Submit articles to Inc. Entrepreneur, Home Base Business magazines by Oct. 31st.
- Complete collateral and mail to 250 trade associations by Nov. 15th for 2018 speaking gigs.