

PowerStart your business today with...

The One Page Business Plan[®]

The One Page Business Plan methodology is the fastest, easiest way to write a plan. Using key words and short phrases plans can be created for a company, business unit, department, project or program... on a single page. This methodology focuses everyone in your company on what is important and critical for success!

Women Helping Women in Business, Inc.

FY2009 Business Plan



vision

Within the next five years become nationally known author, publisher and consultant serving women entrepreneurs and independent business owners by creating women-friendly business books, tapes, CDs, workshops... supported by a national network of certified women consultants/coaches.

Vision

What are you building?



mission

Simplify the business of business for women entrepreneurs!

Mission

Why does this business exist?



objectives

- Generate \$215,000 in total revenues in 2009.
- Achieve profit before tax of \$110,000.
- Land 20 new clients, generate at least \$100,000 in coaching revenue.
- Sell 3,000 "Women In Business" books generating \$30,000 in sales.
- Conduct monthly workshops, generate minimum of \$60,000.
- Recruit/train at least 10 certified "Women In Business" Practitioners by 12/31.
- Speak at least twice a month; target of 30 speaking engagements for the year.

Objectives

What will you measure?



strategies

- Become nationally known as "the" resource for women in business.
- Use network/personal contacts to create opporits to speak, get reviews, articles published
- Self publish to start, prove marketability, seek national publisher
- Continue to turn coaching/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
- Exit strategy: sell to major publisher or business training company in 10 years
- Collaborate! Remember, can't do this by myself... Always keep it simple!

Strategies

What will make this business successful over time?



action plans

- Develop publicity & marketing plan by 2/28.
- Develop Women In Business practitioners program by 3/31.
- Contract w/Audio Designs for CD production by 6/30.
- Submit articles to Inc, Entrepreneur, Home Based Business for Dec. publication by 7/31.
- Complete mailing to 250 trade associations by Sept. 1st for 2010 speaking engagements
- Complete "Stress Free Selling" CD by 10/31.
- Complete "Profitability is No Accident book" w/ R. Miller by 12/31.

Action Plans

What is the work to be done?