

Small Business Plan (Notes)

[“Be the CHANGE you want to SEE in the World”](#) – Blog Post

One of the biggest challenges for business owners is that they don’t teach a lot of this in school

And

We Don’t Know what we Don’t Know™

How many of us when we decided to start a business set out to:

Make a difference?

We had an idea/product/service we thought could CHANGE the world?

Just wanted to help people?

How many of us have ever had the challenge of:

Our business is RUNNING us versus us RUNNING it?

Spending too much time IN our business versus OUT of our business?

Struggle with Bringing in Business while trying to Get the WORK done or vice versa?

There are many challenges to starting, running and growing a business a SBA statistics doesn’t help

How many people have heard that 80-90% of businesses fail in the first 5 years? Very inspiring, NOT

Why?

1. Don’t teach a lot of this in school
2. Bad Advice – If you’ve not done it you may not want to advise on it
3. No Advice – Trying to be a Lone Ranger (Lone Ranger had Tonto)
4. Just because you did it before doesn’t mean you can do it again, or at least as easy
5. A Great idea doesn’t mean you can make money at it
6. Don’t have a Small Business “Game Plan” (not a business plan)

MY STORY of Struggle

Old View	New View
Don't know what you don't know	Get a Mentor or Coach to guide you
It's just a matter of time	It's not what you know it's what you implement
Just add more money and more hours	Take time to work ON your business
Build it and they will come	It's about creating a community of connections

Solution: Have a GAME PLAN

Questions and Answer Period

What idea, thoughts are surfacing in your mind?

Small Business Game Plan

1. Review the notes above
2. Listen to the podcast at www.TheSmallBusinessRevolution.com
3. Rearrange your schedule to be at the next 2 lunch talks
4. Invite someone in your community that can benefit from a Game Plan
5. Know your WHY, What, Where & When ([Join us Dec 19th](#))
6. Know your numbers
 - Revenue – Expenses = A Paycheck (or bigger paycheck)
 - Break Even – What does it cost to run your business even when on vacation
 - Cost of more people to perform more tasks
 - # Appointments, proposals and/or presentation to hit your goals!!!
7. Strategies to Bring in Business – GET, SET and CLOSE more deals
8. Did I mention, attend the next two lunch talks ☺?
- 9.

More to come