



---

# The One Hour Business Plan

An essential tool for all business owners looking to grow their business



## Welcome and thank you for your time and commitment.

Firstly let me congratulate you on buying this book, I understand that as a business person your daily life is filled with many important activities and for you to take time out of your business to read this and to begin working ON your business - thank you.

## Vision of Advice4Business

Quite simply ***"Our Goal Is Your Success"***

## Purpose of Advice4Business

The purpose of Advice 4 Business is to create and foster a global network of highly committed professional people who consistently enhance their client's lives through the creation of extraordinary businesses that both inspire and outperform all other forms of investment.

## Mission of Advice4Business

The mission of Advice 4 Business is to significantly enhance the lives of business people. Our people are chosen for their belief in the value of providing clients with solid business support, to enhance their business and personal lives.

The Advice 4 Business team is dedicated to providing business enhancement methodologies that are of professional quality and that achieve outstanding results for our clients and their team members.

## Purpose of the One Hour Business Plan

The purpose of this workbook is to provide you, the business owner with a simple means to think through the future of your business and the personal returns you are achieving from your business in terms of time, team and money. By structuring it as a workbook it gives you the additional benefit of working through the analysis rather than just coming up with another list of things to do. This means there will be a swift impact for you and your business as you will be able to put into practice the ideas you learn **IMMEDIATELY!**

## Index

1. WHY DO I NEED A PLAN?
2. WHERE AM I GOING? – PURPOSE, MISSION AND STRATEGY
3. GOAL SETTING WORKSHEET
4. CHECKING FOR BALANCE
5. THE BASIC BUILDING BLOCKS OF ANY BUSINESS
6. CREATING AN ACTION PLAN
7. YOU HAVE THE WHAT, NOW WRITE THE HOW
8. PREPARING MY BUDGET
9. WHERE TO FROM HERE?

## Why do I Need a Plan?

### Let's talk about Jon.

In the beginning Jon had a dream of what he wanted to achieve. He wanted more time with his family, he wanted the latest Mercedes, he wanted a bigger house, he wanted financial security and the personal satisfaction that he had built a business from scratch all of his own. He had seen his previous bosses have a go and he was sure he could do it better. So Jon started his business believing that it would help him achieve those goals.

But as he got going, Jon realised that there are many obstacles along the way when you run a business. He found himself having to learn how to market and sell. He realised that he knew nothing about managing people or juggling the increased workload he encountered. Suddenly he had accounts to do and people to chase for payment. No sooner had he sorted out his own prices than his costs began to rise and new technology and new competitors just added to the challenges that he needed to be mindful of.

Within 6 months of starting his business Jon realised he was in trouble. He didn't own the business at all - it owned him and he did not know how to break the cycle. Twelve months on he realised he had yet to take an income and his reserves were getting low. Two years on Jon had forgotten his dreams; all he wanted to do was earn enough to pay the mortgage. 'That next deal' he would mutter to himself 'That next deal will make all the difference'. But it never did.

*"Most businesses drift along like a ship with no rudder until it meets its' doom, sinking and taking the owners dreams along with it"*

With careful planning and a clear objective of working to that plan, Jon could have avoided these pitfalls. But the reality was that he was so caught up in the day to day duties within his business. He didn't take the time to plan, review and correct the direction in which he was heading.

Jon is not untypical. Most businesses drift along like a ship with no rudder until it meets its' doom, sinking and taking the owners dreams along with it. In fact the ship analogy is one we love. Imagine if you were the captain of a ship but instead of standing on deck steering the vessel, you were down below decks cleaning and taking on other duties.

What would happen to your vessel?

If you look at the average business, it's a lot like this example. The owner is so busy doing the work that they don't have time to ensure that their business is heading in the right direction.

The difference between the average business and one that achieves the owner's goals is not only that the successful business has a plan, but the owner works to it and reviews and corrects it on a regular basis. You need a plan. Without one unless you are very lucky, you are doomed.

But you need a proper plan, a comprehensive and detailed plan for your business that focuses on where you want to go, rather than where you were 12 months ago.

People often say to us 'But my accountant did a business plan for me'. What they fail to realise is that the typical accountant's version of a business plan is simply based on historical data.

We have never seen a business plan from an accountant that has a list of strategies for growing their clients business.

Most accountants we have spoken to would not know where to start when discussing marketing strategies with their clients. It's simply not their job.

A proper plan is not all about the document that is produced at the end of the process. It's more about the process itself, and making improvements as you go so you're building each area of your business in the correct order to enable you to achieve your goals.

**Sold? OK so let's take the first steps in building your plan.**

## Where am I going?

The first step to a workable, practical business plan that truly makes a difference is to know where to start. To establish this we need to understand what it is we are trying to achieve.

If you don't know where you are going, how are you going to get there?

To make this simple we can break this down into three easy steps that we refer to as Purpose, Mission and Strategy.

## My Purpose

For us this is the most important part because this is about YOU. The only reason to go into business is to make your life better and in simple terms 'Purpose' is about defining what you want out of life, not just tomorrow but today and every day.

What car are you going to drive? Where will you live? How many holidays will you take? Where will the kids go to school? Will you have a second home? How much money will you have?

Your purpose creates your future. The clearer your purpose the more power it has to compel you into action. The clearer your purpose the more powerful you become as a person to shape your destiny.

## Clarity leads to power

Define your purpose on the following page. Take your time and be as detailed as you can. In "My Goal Setting" workbook we cover this section in far more detail than we have space for here but as a tip try writing a list of everything you want over the next ten years. Go crazy aim for at least 50 things and the split them into timeframes (say 1, 3, 5 and 10 year goals).

Then use this as a basis for defining your purpose. Ask yourself 'How will I feel if I achieve this'? If you don't see yourself dancing down the street you probably have not gone far enough!

**My Purpose is:**



## My Mission

Are you having fun? You should be! Proactively designing your future should be fun - but now it's time to talk business.

We have sat in many rooms with many business owners trying to produce a mission statement and we've noticed that in many cases we spend as much time debating what a mission should look like as we do actually creating one! With this in mind we're going to make this really simple for you!

What we are talking about here is what does your business needs to become in order for you to be able to turn your 'purpose' into reality. What will the turnover be? What profit will it need to achieve? How many staff will you have? Where will you be based?

A business mentor we know uses Churchill, as a war leader, as an example when explaining these concepts and it is an analogy we like. In broad terms Churchill had a vision or a purpose for the war effort. For the sake of our exercise let's say it was 'A free and democratic Europe'.

With this in mind Churchill could begin to define his mission and again for the purposes of this book we'll say that his mission was to 'defeat Hitler and Nazism'.

Your Mission may or may not be that simple but we hope you get the point. The key is to know exactly what it is you are trying to create because it's the only way you will ever be able to benchmark your progress. Focus is the key. Without focus you will drift along like the rudderless ship we discussed earlier.

**Define your mission on the next page.**



### My Mission is:

## My Strategy

OK, now we can talk about the next 12-18 months. In simple terms Strategy is about breaking this down and putting first things first – where you are going to commit your resources. Going back to our Churchill example he had a very clear strategy (and set of key objectives to support it). ‘Invade Normandy’ - once again focus.

Start with the headlines by defining your 12 month goals below:

### Defining Your Goals:

Defining your goals will make it easier for you to succeed because you will create a clear picture of where you want to be. Take time to create your annual goals (and half-yearly, quarterly, and monthly targets) for your business. You must make certain they include financial targets as well as the number of relationships you want to establish.

## Your Goals Listed

Listing your 12 months goals below will enable you to establish what your ‘first things are’

### 12 Month Business Goals

The Profit I Want	£ .....
My Business's Annual Revenue	£ .....
My Personal Annual Salary/Wages	£ .....
Number of Clients I Will Have	# .....
Number of Team Members I Have	# .....
Type of Clients I will Have	.....
	.....
	.....
My Revenue at – Month #3	£ .....
My Revenue at – Month #6	£ .....
My Revenue at – Month #9	£ .....
My Revenue at – Month #12	£ .....
My Business Valuation (Asset)	£ .....

**Got them? Great! Now it's time to take it one step further.**

## A Plan on a Page (or two!)

The Goals Setting Worksheet on the next page is designed to help you get some clarity on your goals for the coming year and is broken down into the following areas:

**Turnover:** This is the total value of sales you are going to make in the year. The old adage that 'turnover is vanity, profit is sanity' is quite true. So we suggest that the next line –Profit – is more important and that you should start with that and then work out the turnover you need to achieve that profit as well as cover your overheads and materials etc.

**Profit:** Nearly the most important figure to you! The amount of money you are actually going to make. Be ambitious - it is better to reach for the stars and hit the moon than to aim low and underachieve!

**Average Sale Value:** A key statistic. In most businesses there will be small sales and large sales but if you know your average sale value then you can use this to calculate how many sales you actually have to make. If you can't get an accurate figure make an educated guess but put a plan in place to measure this in the future.

**Number of offices:** Fairly straightforward but in some cases this may require some thought.

**Number of Staff:** Think about your turnover. Can you achieve it with the resource you have or will you need more?

**Number of hours you work per week:** Far too many business owners are working too many hours for too little return. Certainly most are working far more than they would if they had a job - are you? A good sense check is to divide your profit/ personal income by your hours worked. What's your hourly rate? Do you like it?

**Personal Income:** The most important figure to you!

**Business valuation:** Typically a business that cannot survive without the owner is worth a lot less than one that can and you should consider that as a goal. Until you achieve this you own a job not a business.

**Activities we need to undertake to achieve that goal:** Your first go at planning! What do you think needs to happen for you to hit your targets?

In order to make these credible you need to make sure you have some balance. Think about these in terms of marketing, sales, operations, finance and HR.

- **Marketing:** Are you doing enough? We tell our clients that they need to be doing 9 individual but interlinked strategies. Are you targeting the right type of prospects? Are your messages right? What makes you unique?
- **Sales:** What are you doing to maximise your conversion rate? Are you charging the right money? (In our experience 9/10 businesses are underselling themselves). Do you qualify leads properly? Do you have a clear sales process?

- **Operations:** What processes do you have in place? Do you get much rework? Do you have any slow moving items? Does work get done on time?
  
- **HR:** Do you have a 'Championship Team' - or a bunch of people you often feel you work for rather than the other way around? Do they know your mission? Is the culture right? Do you have a recruitment process? An induction process? A training plan? A dismissal process? Are you an inspirational leader? If you don't have all of the above you need them. They separate the good businesses from the average ones.
  
- **Finance:** Do you have a budget you work to or do you just check the bank account? How do you know if you are making a profit? Do your customers pay on time?

Think these things through carefully before you define your key activities.

**The major challenges in the business:** Often a good place to start. Far too often we get so wrapped up in the day to day we don't take the time to fix things we know we need to! Bizarrely the difference fixing these things would make to us is often huge. Think about how much better life would be if you did.

## Goal Setting Worksheet

Business Goal	Now	12 Months	2 Years	The Things I need to achieve to hit these targets
Turnover				
Profit				
Average sale				
No. of offices/ branches				
No. of staff				
No. of hours I work per week				
Personal income				
Business Valua- tion				

The major challenges in the business are	Do we need outside help to solve the problem?
	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Worth exploring
	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Worth exploring
	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Worth exploring
	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Worth exploring

## Checking for Balance

So you should now have some clear targets and a list of actions – maximum 15 - you need to take (11 plus your four biggest challenges). How do they look?

### Now for the difficult questions:

- What do you have to do to make it happen?
- Can you give the time and focus?
- Is this physically possible?
- Can you pick those actions that will make the most difference?
- Can you see how they can be implemented and measured and become part of your culture for you and your staff?
- Can you diarise their planning, testing, training, implementation, measurement and follow up?
- Can a system be put in place so that it becomes automatic?

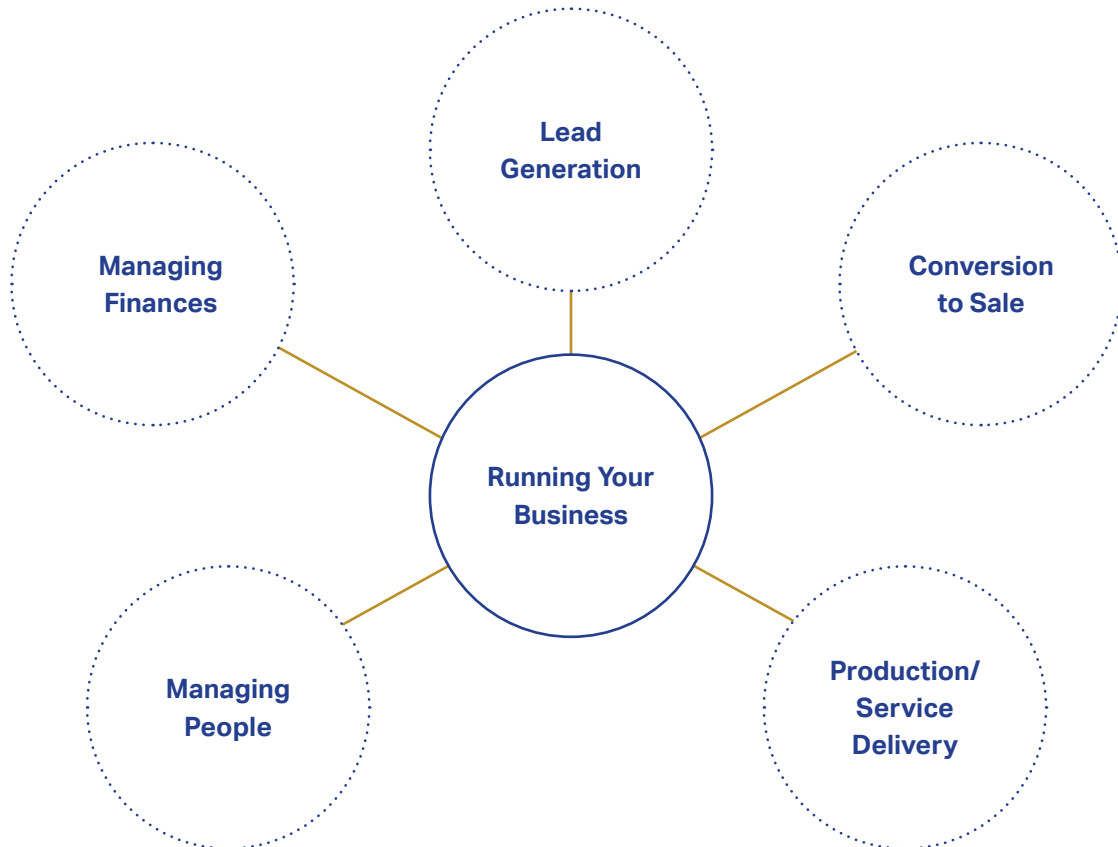
The first step is to break them down into quarterly targets, put a Q1, Q2, Q3 or Q4 next to each to give you a feel for when you want to complete each action or change. Don't try and do everything in Q1 you'll never do it Fill out the below chart to check for balance.

Quarter	No. of Goals
Q1	
Q2	
Q3	
Q4	

Now you have some balance in terms of time frames. For implementation we need to check the same in terms of ensuring you are developing all areas of the business. Let us explain.

## The Basic Building Blocks Of Any Business

Any business can be broken down into the following 5 functional areas:



Firstly we have Lead Generation. That can be anything from newspaper advertising to referrals or passing traffic - whatever it is that you can do to get people to enquire about your products or services.

Next we have sales. Now that our marketing has brought people in, we need to convert them into paying customers, which is where the sales function of your business fits in.

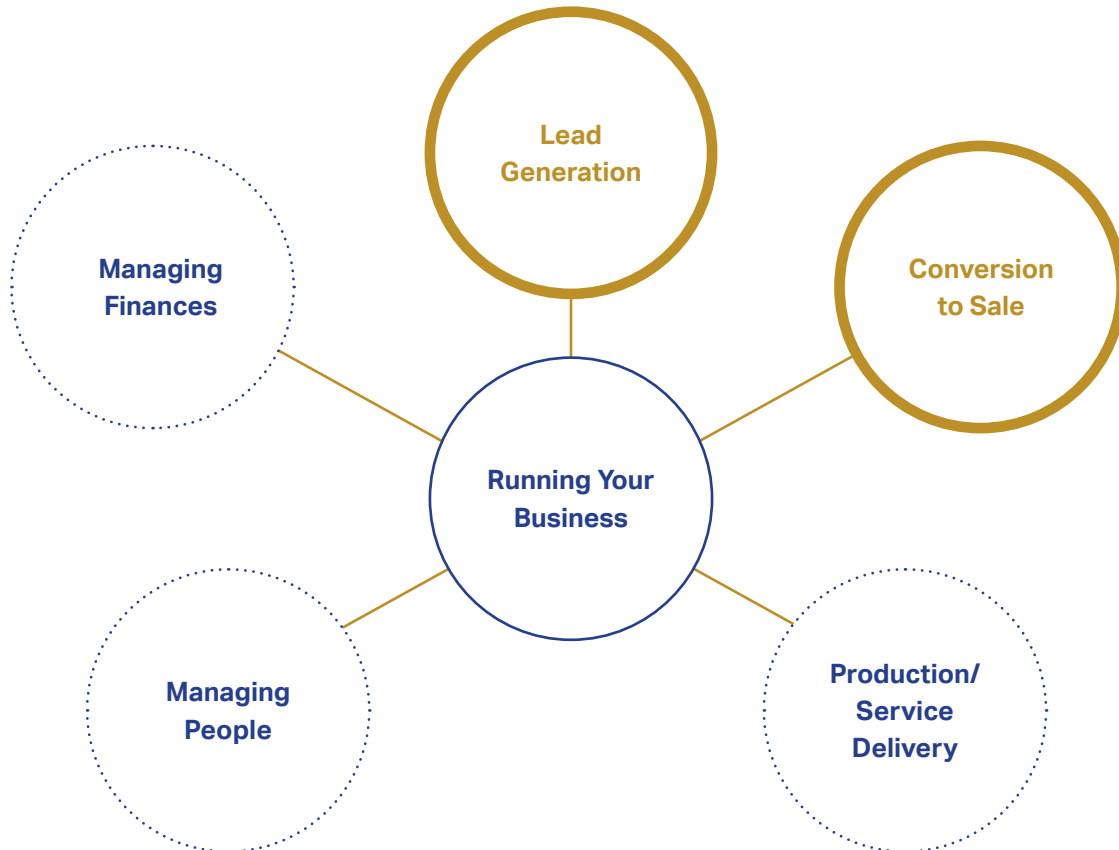
Once we have generated a lead and then sold to that person we need to supply them with the product or service, which is where Production/Service Delivery comes in.

From there we have the Human Resources function within the business. The hiring, managing and supporting of the people you employ to carry out various functions within your business.

Finally we have the Accounting, Finance, Admin and Legal functions within the business, which we will refer to as the managing functions.

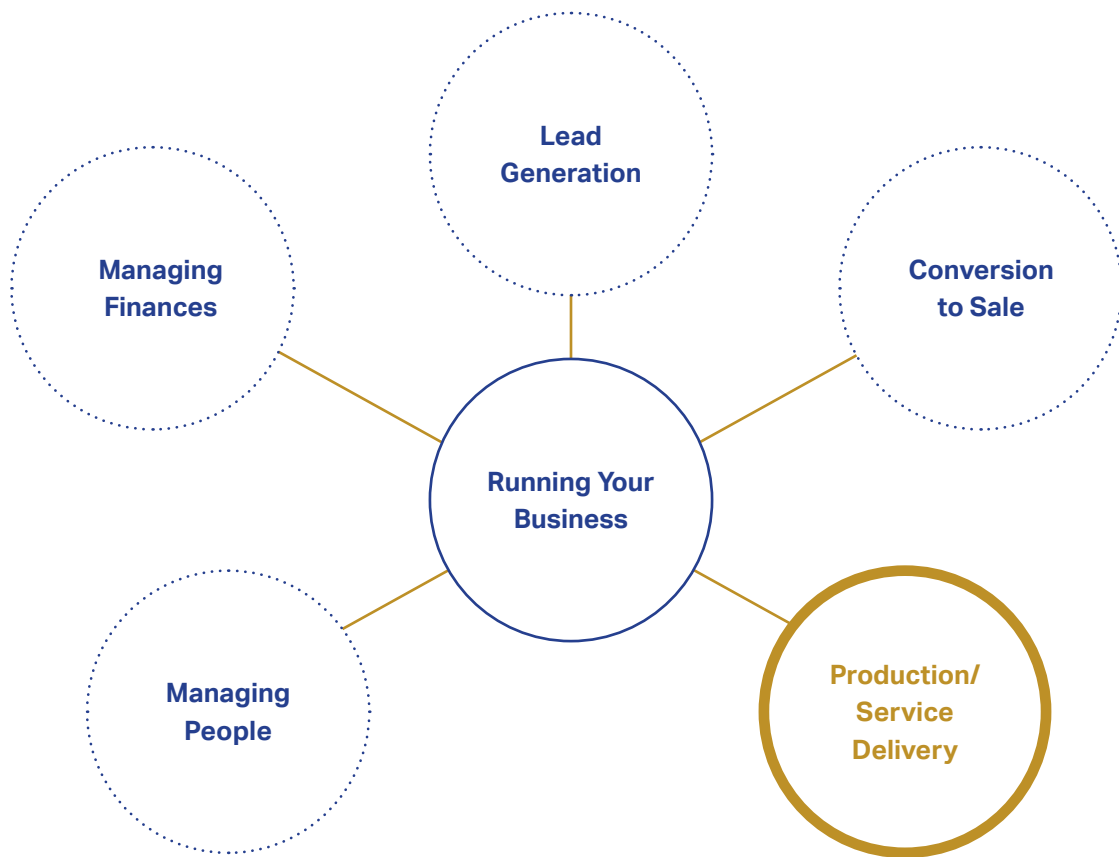


Are you planning to grow all of these areas next year? If you are not let us explain what might happen. Let's say for example your key focus is marketing and sales:



Focusing on this area alone means that if you are not careful your business can grow beyond the capacity of the Production/Operations side of your business. This will result in unhappy customers, giving you a bad reputation, which can in turn, cause your business to close down.

**So should you have gone for production first?**



This would enable us to meet client demand, but has the downside of normally being expensive - it can involve new equipment, more stock or new staff just to name a few of the potential expenditures. This extra expense can place pressure on cash-flow, leaving no money for marketing and promotion, which can lead to the business closing down.

To avoid these pitfalls your plan needs balance, Use the table below and go back and check you are planning to grow all areas of your business and be confident you are doing it in the right order.

Functional area	No of action points
Marketing	
Sales	
Operations	
HR	
Finance	

## Creating an Action Plan

Nearly there! Use your time frames to complete the table below. Think hard about whether you can delegate any of the actions and give yourself a clue as to the cost, you'll need that later.

[illegible]

## You have the what, now write the how

So, now comes the tricky bit. Do you know what you are doing? Use the sections below to detail exactly how you are going to implement each of your strategies

### My Strategies

**Strategy** .....

.....

.....

.....

.....

.....

**Strategy** .....

.....

.....

.....

.....

.....

**Strategy** .....

.....

.....

.....

.....

.....

## My Strategies

**Strategy** .....

.....

.....

.....

.....

.....

**Strategy** .....

.....

.....

.....

.....

.....

**Strategy** .....

.....

.....

.....

.....

.....

## My Strategies

Strategy ..... :

.....

.....

.....

.....

.....

Strategy ..... :

.....

.....

.....

.....

.....

Strategy ..... :

.....

.....

.....

.....

.....

## My Strategies

Strategy ..... :

.....

.....

.....

.....

.....

Strategy ..... :

.....

.....

.....

.....

.....

Strategy ..... :

.....

.....

.....

.....

.....



## My Strategies

**Strategy** .....

.....

.....

.....

.....

.....

**Strategy** .....

.....

.....

.....

.....

.....

**Strategy** .....

.....

.....

.....

.....

.....

## Preparing my Budget

You're nearly done! The last step in the process is to write your budget, the bit your average bank manager or accountant will call your business plan!

On the next page you will find an example of a blank budget template, you've probably seen one before, all businesses need one and you need to create one of your own, if you need a template drop us an email and we'll send you one.

Before you begin let me explain the terms:

**Sales Value:** The total value of all sales you will make, you may wish to split this by income groups

**Cost of sales:** A cost of sale is any money you only spend because you have made a sale, i.e.: materials or labour

**Gross Profit:** = Sales Value - Cost of Sales

**Fixed Costs:** Money you spend whether you make a profit or not

**Net Result (before tax):** Gross profit – Fixed costs, this is your profit

You need a budget and you need to be reporting against it all year so you know how you are doing. If you take only one thing away from this book take this.

## IT IS ESSENTIAL YOU TRACK YOUR FINANCIAL PERFORMANCE

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Income													
Cost of Goods													
Gross Profit													
Fixed Costs													
Advertising													
Bank charges													
Carriage													
Casual labour													
Cleaning													
Computer													
Consumables													
Health & Safety													
Insurance													
Internet													
Maintenance													
Marketing													
Office supplies													
Professional fees													
Rental													
Secretarial													
Security													
Software													
Staff Expenses													
Staff Refreshments													
Storage													
Sundries													
Telephone													
Postage & Delivery													
Payroll													
Other													
Total Expenses													
Profit/Loss													

## Where to from here?

Congratulations! If you have completed the workbook and not just read ahead you should now have a workable plan for your business.

All that remains is to make sure you use it!

As we have already mentioned, too many business owners allow themselves to get caught up in the day-to-day running of their business and twelve months on none of the stuff you planned has happened.

If you find that happening to you or you just feel you need some help with this stuff then you will find some offers and ideas as to how we may be able to help in the following pages including the opportunity for you to sit down and review this plan with one of our experienced advisers, if you have any questions feel free to drop us an email, we promise to reply.

We leave you with a final list, more a call to action if you will and our best wishes for your business. Good luck and remember:

- Build a vision for your business
- Test your business model
- Construct a vibrant business plan
- Implement review and correct
- Gain further Knowledge
- Change the way you think
- Seek growth and build a team
- Work on changing your business everyday
- Get Help, get Passionate, get moving

**Have a great year!**

## My Personal Commitment List

**My top B.A.N.'s (Best Actions Next) are:**

**My Name & signature:**

### As a commitment to myself

# Your Free Business Diagnostic

At Advice4Business we believe that too many owners are spending too much time working 'in' rather than 'on' their businesses – this has disastrous effects not only for the business but also the owner's personal life.

All business owners know they can grow their own business but often lack the time to do anything about it or simply do not know where to start!

Maybe you are not achieving the profits you desire or your turnover is too small, maybe you are finding it difficult to recruit reliable staff, or maybe you are suffering from a cash flow squeeze which leaves you juggling money in ever decreasing circles.

The good news is, we can help and it's why here at Advice 4 Business we have a tried and tested set of strategies and processes that will deliver you the income and lifestyle you deserve.

**To find out what's possible for your business why not try our Free Business Diagnostic?**

1. We will sit down with you and understand the current reality for you and your business.
2. We will then provide you with a list of Key strategies you can employ to start making a difference.
3. Lastly we will give you an idea of some other rewarding activities you can undertake to ensure business growth.

---

**Just Call Us On: 01273 437 027**

**Or Email Us On: [info@advice4business.com](mailto:info@advice4business.com)**

**Or Visit: [www.advice4business.com](http://www.advice4business.com)**

*And we'll do the rest.*