

## **The CORE FOUR Business Planning Course® Table of Contents**

### **CORE 1: Success Planning**

I Am an Entrepreneur Define Your Business, Your Dream How do you define your business?

Case Study

The Nightmare: Mike the Mechanic

What Are The Characteristics Of A Successful Business Owner?

Know Yourself and What You Need

Capitalize on your strengths

Business Owner Resume

WORKSHEET – Business Owner Resume

Compensate for your weaknesses

WORKSHEET – Professional Development Plan

What Do You Want Your Business To Do For You?

What is a personal financial goal?

How to set personal financial goals

Owner draw

What is a business failure?

WORKSHEET – Personal Income and Expenses (Monthly)

What do you have to use or to lose?

WORKSHEET – Personal Financial Statement

Your Credit Report

How to get your credit report

How Will Your Life Change?

WORKSHEET – What do you want to do? What don't you want to do?

Contingency Planning

“When” Instead Of “If”

Business Planning

Why write a business plan?

Due diligence

How other people look at your business plan

Sample Business Readiness Assessment Checklist

Business Plan Outline

SAMPLE SERVICE BUSINESS PLAN – BRILLIANT CLEANING SERVICE

SAMPLE RETAIL BUSINESS PLAN – The Salsa Company

**CORE 2: Market Planning**

The Master Plan

Market Planning

What is marketing?

What is a marketing plan?

What does the successful marketing plan focus on?

Have you ever prepared a marketing plan?

How do you build a marketing plan?

Identify your niche □ your market position

Create an appealing image/package

Develop a promotional plan

Price your products/services

Sell your products/services

Identify Your Products or Services

What do you sell? What do customers buy?

What is a feature?

What is a benefit?

Benefits – People Want or Need to:

WORKSHEET – Features and Benefits

Identify Your Distribution Process

What are your choices of distribution?

What should you consider before choosing your distribution method?

WORKSHEET – Distribution

Market Research: Industry, Customers and Competition

What types of market research should you do?

Market Research Chart

Market Research Sources

WORKSHEET – Market Research

QUESTIONNAIRE – For Interviewing a Business Owner

Identify Your Industry

WORKSHEET – Industry

Section A – Individual Customers

WORKSHEET – Individual Customer Needs Survey

WORKSHEET – Individual Customer Profile

Section B – Commercial/Industrial Customers

WORKSHEET – Commercial/Industrial Customer Profile

Section C – Existing businesses – customer profile

WORKSHEET – Individual Customer Satisfaction Survey

WORKSHEET – Commercial/Industrial Customer Satisfaction Survey

Identify Your Competition

Who are your competitors?

WORKSHEET – Competitive Analysis

Competitor Evaluation Criteria

WORKSHEET – Competitor Evaluation 1

WORKSHEET – Competitor Evaluation 2

Position Your Products/Services

Find your market niche

Rate your competitive evaluations

Prepare a Competitor Evaluation Worksheet for your business

Example – Competitive Analysis Chart – Flower Shops

Example – Marketplace Position – Flower Shops Part 1

Example – Marketplace Position Worksheet – Flower Shops Part 2

WORKSHEET – Competitor Evaluation Summary

WORKSHEET – Market Position

Create an Appealing Image/Package

What is packaging?

Why is packaging so important?

What types of packaging issues should you address?

WORKSHEET – Location

WORKSHEET – Image/Packaging/Signage

Create A Marketing Plan

Overview

Why do customers buy? What's in it for them?

How do you use benefits to motivate customers?

Motivation Chart

What are the three basic objectives when promoting your product?

Advertising, Marketing, Promotion – What's the difference?

What is Marketing?

What is Advertising?

What is Promotion?

How much should you spend on Marketing? (Promotion, Advertising, Etc)

Where, when and how often?

Marketing options

Types of paid advertising

Low cost marketing ideas

E-Commerce and Your Website

Marketing Your Website

WORKSHEET – Marketing Plan

Example – Marketing Plan

WORKSHEET – Create Your Marketing Plan

Pricing Your Products or Services

What should you consider when pricing your products or services?

Basic Pricing Formula

What are variable costs?

What are fixed costs?

What are value costs?

WORKSHEET – Pricing: Identify Your Cost Types

Direct Selling: The Sales Presentation

Who will you be selling to?

How do you feel about selling your products or services?

Example – Sales Presentation

How can you be more successful at selling?

WORKSHEET – Creating Your Sales Presentation

Build Your Marketing Plan

How do you build your marketing plan?

What do you do now that your marketing plan is done?

### **CORE 3: Cash Flow Planning**

Figure It Out!

Cash Flow Planning

What is cash flow?

What is a cash flow plan?

What does the successful cash flow plan focus on?

Why do cash flow planning?

- Business Financial Goals
- Primary business financial goals
- How to set business financial goals
- How Do You Create A Cash Flow Plan?
- Go Figure!
- Basic cash flow planning steps
- Think, research, analyze, calculate, decide
- Summarize your assumptions:
- Record the results on your cash flow foRM
- Then ask yourself...
- Your cash flow projection is a working tool
- People have friends, Businesses have customers
- People have wants, BusinessES have needs
- Assumptions to Your Cash Flow Projections
- Projecting Startup Cash
- What is startup cash?
- Bootstrapping
- Staging Risk
- WORKSHEET – Startup Cash Assumptions
- Projecting Cash for Goods or Services
- What is cash for goods or services?
- WORKSHEET – Cash for Goods or Services Assumptions
- Projecting Cash for Operations
- What is cash for operations?
- WORKSHEET – Cash for Operations Assumptions
- Projecting Sales
- Key components of sales projections
- Breakeven Method for projecting sales
- How to project sales using the cash breakeven method
- WORKSHEET - Sales to Cash Breakeven
- Cash and Profits are Not the Same
- Calculating profits versus ending cash
- Profit Breakeven versus Cash Breakeven
- Breakeven Analysis
- Cash Breakeven Example: The Pie Bakery and Brilliant Cleaning Service
- Cash Breakeven Worksheet: The Salsa Company
- Sensitivity Analysis
- Projecting Other Sources and Uses of Cash
- How Much Money Do You Need to Start Your Business?
- WORKSHEET – Projected Sources and Uses of Funds
- WORKSHEET – Cash Flow Projections **CORE 4: Operations Planning**

  

- A problem: is it a crisis or an opportunity?
- Form of Business
- What Does Form of Business Mean?
- Forms Of Business

How Should You Choose?

The Partnership Toast

Prepare a Conflict Resolution Plan

Forms of Business Chart

Assumed Name

Intellectual Property

Trademarks

Patents

Copyrights

Home-Based Businesses

Tax Identification Numbers

You are authorized, responsible, and accountable to determine your business responsibilities

Tax Identification Numbers

Four Principal Types of Identification Numbers

State Tax Identification Number

Workforce Identification Number

Federal Employer Identification Number (EIN)

State Sales and Use Tax ID

Taxes

About Taxes

Five Principal Types of Business Taxes

Business Income Tax

Self-Employment Tax

Excise Tax

Employment Taxes

Federal Income Tax Withholding

Social Security and Medicare Taxes

Federal Unemployment Tax (FUTA)

State Income Tax Withholding

State Unemployment Tax

Sales And Use Taxes

Estimated Taxes

Individuals

Corporations

Depositing Tax payments

Information Tax Returns

Licenses and Permits

Zoning

Pollution Control Programs

Issues for Employers

Types Of Employment Relationships

Other Employment Issues

Minimum Wage Requirements

Overtime Pay Requirements

Workers' Compensation

Occupational Safety And Health (OSHA)

Other Considerations  
Employee Manual  
Managing Risk  
Insurance  
Considerations  
Types Of Insurance  
General Liability  
Product Liability  
Property Damage  
Workers' Compensation  
Health and Medical  
Disability or Long-Term Income Continuance  
Key Person or Life Insurance  
Business Interruption  
Bonding  
Managing Insurance Costs  
WORKSHEET – Insurance  
Legal and Accounting Professionals  
How To Find An Accountant Or Attorney  
Banking  
Your Business Bank Account  
How To Shop For MONEY  
Loans and credit line  
Merchant status  
Opening Your Account  
Types of Funding Sources  
Recordkeeping, Bookkeeping and Accounting  
Two Fundamental Rules of Bookkeeping  
Computerized accounting systems  
Why We Keep Records  
Things Your Record keeping System Should Help You Know, Do, or Monitor  
Daily  
Weekly  
Monthly  
Audit Trail  
Purchasing  
What should you consider?  
Negotiating  
Keep Your Promises  
Goals, Functions, Policies and Procedures  
Goals  
Functions  
Policies & PRocedures  
So What?  
An Example of How They All Fit Together  
Customer Service

Defining Customer Service

Walk-ins

Telephone Etiquette

Email Etiquette

Requests for Information

Complaints

Repairs and Service

Internet Ratings

Technology

Cell Phones

Computers

E-mail and Internet

Computer-Enhanced Equipment

Business Dress Rehearsal

WORKSHEET – Operations Planning Checklist

What Next?

WORKSHEET – Work Plan Outline

APPENDIX

Helpful Website Addresses

INDEX OF WORKSHEETS