



Business

On Purpose

Your Energetic Business Plan

Creating the Success Foundation for Your Business

Just as we create endless practical plans, action steps, and to-do lists to keep us on task, we must also create energetic or vision plans that help ensure every action we take is infused with inspiration and purpose.

Action without vision is meaningless, and vision without action is meaningless, and it's often the reason we don't get the results we want. We either have vision without action, or we have action without vision.

The business plan consists of a narrative and several financial worksheets. The final draft of the Executive Summary, is typically done last. When you are finished answering the questions below you can generalize them into your first draft, you'll have a collection of small essays on the various topics of the business plan. Then you'll want to edit them into a smooth-flowing narrative.

The real value of creating a business plan is not in having the finished product in hand; rather, the value lies in the process of researching and thinking about your business in a systematic way. The act of planning helps you to think things through thoroughly, study and research if you are not sure of the facts, and look at your ideas critically. It takes time now, but avoids costly, perhaps disastrous, mistakes later.

An energetic business plan is **the success foundation** of your business. It is your vision, your ideals, your passion, your purpose, and your mission mapped out.

If you could step into your perfect business tomorrow, what would it be like? How would you feel? What would the environment be like? How many hours would you work? What is the ultimate, end goal of creating your business? How many more people would you help? What charities would you give to?

This is just some of the information that you are going to connect with by crafting your energetic business plan.

This plan will become a powerful tool in your business because you should only be taking actions that are *in alignment with your energetic business plan*. If you're taking action that doesn't align with your ultimate vision it's time to take a serious look at why.

It's time to create your personalized energetic business plan. Begin by answering the following set of questions.

(Executive Summary)

My inspiration for starting my business initially was...

What is unique about me, the way I do business, and the results I am able to achieve for clients?

What do I do that no one else on the planet does?

What do I want to be known for?

How can I bring this uniqueness through in my business?

(The Mission)

The things I am the most passionate about in my business are...

The things I am the least passionate about in my business are...

If I had to describe the mission of my business in one sentence I would say, "The mission of my business is..."

If I could share just one message with the world it would be...

(Objectives)

What is the big picture? Where do I want to see my business go and do in the world?

How do I want to accomplish it? (healings, classes, teleseminars, travel packages)

I would like to spend most of my time doing this in my business...

But I actually spend the most time doing this in my business...

The one thing that I need to change/shift the most in my business right now is...

My ideal yearly income is...

From what avenues do I receive this income? (Speaking engagements, healings, classes, etc.)

The charities and causes that I am most passionate about supporting are...

Describe the type of person you want to be to your clients. Do you want to be energetic? Focused? Happy? Joyful? Peaceful? Effective? Results driven? Be as specific and detailed as possible. (Take note of the presenting complaint of the clients you currently see.)

In what area do you most need to shift the energy of your business? Your attitude toward clients? Your attitude toward technology? Your thoughts about money? Your thoughts about yourself? Your feelings of unworthiness? Be as specific and detailed as possible.

Describe an ideal day in your business. Would you see clients? Would you lead a workshop? Would you see corporate clients? Would you be speaking to large groups of people? Would you have time for leisure? Would you rely more heavily on your team? Describe in as much detail as possible your ultimate business vision.

Considering everything you have just been brave enough to write about, devise a few strategies to bring a new, more prosperous energy, to your business.

Examine your energetic business plan. Based on your ultimate vision for your business which activities do you need to eliminate from your business?

Based on your energetic business plan, what activities in your business do you need to outsource?

What are you willing to give in order to achieve this vision for your business and your life?

Congratulations. You've just created a powerful vision that is going to ground you in success, and help you become a powerful client attractor.

Business Plan

Company Name: _____

Owners:

Business Name: _____

Address: _____

City, ST Zip: _____

Phone: _____

Email: _____

Website: _____

2. General Company Description

What business will you be in what will you do?

Mission Statement-

Goals and Objectives:

Where do you want your business to go? Goal Example: To have a thriving healing company, that is a leader ethical, high quality healing services. Objective Example: \$50,000 in sales annually with a list of over 5000 followers and 200 regular customers.

Business Philosophy

What is important to you in your business?

Market

Who is your target market? (Be brief. More will be explained in Marketing Plan)

Industry

Describe your industry...is it growing, does it have potential? What changes do you foresee and how will you be positioned to take advantage of them?

Strengths

What factors will insure your success? What are your skills and strengths? What do you bring?

Customers

Identify your target customers, their characteristics, geographic location. You may have more than one, but you want to know things like age, gender, location, income level, social class and occupation, education, etc.

Competition

What products or companies will compete with you? List your major competitors. How do they compare with you? Where do you excel?

Niche

A short paragraph about your specific corner of the market. We will work on this in the Water door.

Lined writing area for the Niche section.

Strategy

Outline a strategy consistent with your niche. Include promotion, advertising, the image you want to project, how you want your customers to see you, how are you going to get them to be repeat customers, etc.

Lined writing area for the Strategy section.

Promotional Budget and Pricing

How much do you plan on spending to advertise both start up and ongoing? Explain your method of setting prices. How do yours compare with your competition? What will your customer services and credit policies be? How will you get paid? Credit cards, checks, cash, etc.

Proposed Location

What do you want and need in a location? Is location important to your customers and how? Do you need parking? Is your location consistent with the image you want to project? What will your customers want and expect?

7. Appendices

This is where you include advertising materials, industry studies, plans, maps, photos, magazine or other articles, copies of leases and contracts, detailed lists of equipment owned or to be purchased, letters of support from future customers, other materials needed to support this plan, market research studies, list of assets available as collateral for a loan.