

WEBINAR

Building Your 5-Year Business Plan

WITH BILL SILVERMAN

Creating a business plan is the key to having exactly the business you want to have. Follow these high-level steps to create an effective plan to guide your business to greater success.

- 1 Describe your business.** Focus on who you are and what you value.
- 2 LIST** the products and services **you offer.**
- 3 OUTLINE** the **organizations** of your business and how management is structured.
- 4 ANALYZE** the **market** to understand your customers' needs, current trends and what your competitors are doing. In doing so, you can identify your own strengths.
- 5 MAP OUT** your **action plan**, focusing on specific steps to meet your goals.
- 6 DETERMINE** what sort of **sales and marketing plan** will help you meet your goals.
- 7 CREATE** a rough **financial plan** based on the previous steps.

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