



Office Hours



Welcome to Office Hours

- A relaxed, informal, free mentoring program
- Held every Monday at Noon Pacific Time
- The recording will be available online, along with some previous week's recordings
- All recordings will be archived in our member's area



The Reasons

- Being a successful small business owner is a great experience!
- But it's tough - you need training
- I want you to get to know me
- I care – I want you to succeed!



Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A



Today's Topic:

The Art and Science of Writing Business Plans



The Key Performance Areas



The Key Performance Areas



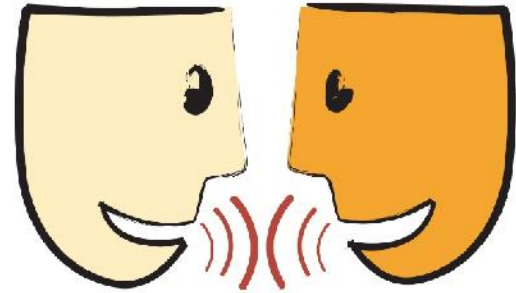
Agenda

- The Purposes of a Business Plan
- The Many Types of Plans
- Common Sections in a Plans
- Tips



The Purpose of a Business Plan

- Communicate:
 - to Funders
 - to Team
- Facilitates “thinking it through”
- Demonstrates competence



Types of Business Plans

- Business Overviews
- Business Summaries
- Business Plans
- Strategic Plans



Types of Business Plans



- Seed Capital Plan
- Bank / Lender Plan
- Angel Investor Plan
- Venture Capital Plan



The Plans Behind the Plan

- Marketing Plan
- Operations Plan
- Manufacturing Plan
- Staffing Plan
- Product Development Plan
- Customer Service Plan
- Sales Plan
- Funding Plan
- Financial Plan
- Exit Strategy



The Key Performance Areas



Sections

- Executive Summary
- Opportunity
- Solution
- Company & Team
- Progress
- Growth Strategy
- Fin. Projections
- Appendixes



Executive Summary

- 1-2 pages
- Very quick read
- Can stand alone
- The last thing you write



Opportunity

- The Industry / Market
- Your Market Segment
- Trends
 - Risks
 - Opportunities
- Major Players
- Major Problems



Solutions



- The problem you are solving
- Your products and services
- Competitive positioning
- Your value propositions
- Your ideal customer profile



Company & Team

- Background and History
- Vision / Mission
- Values
- Social Responsibility
- Executives
- Board of Directors
- Advisors



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Progress

- Milestones
- Accomplishments and Achievements
- Market Traction



Growth Strategy

- Phases of Growth
- Product Development Plan
- Marketing Plan
- Sales Plan
- Staffing Plan



Financial History and Projections

- Financial History
- Financial Projections
- Capital Strategy
- Risk and Mitigation of Risk
- Investor Exit Strategy



Financial Projections

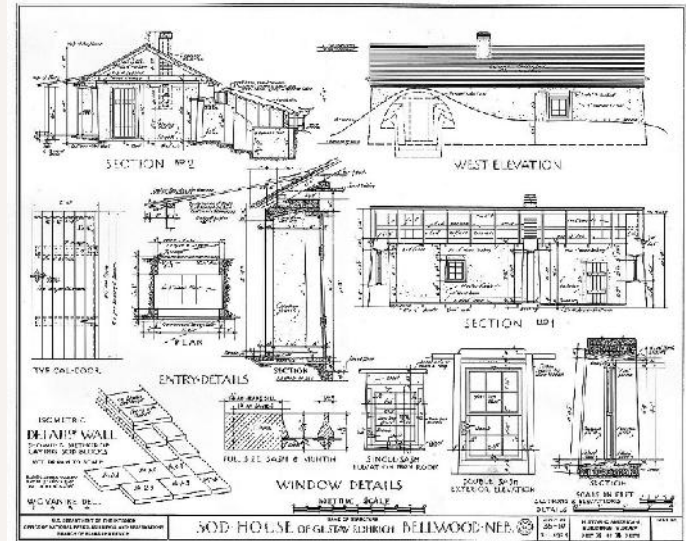
- Income Statement (P&L)
- Balance Sheet
- Cash Flow

- Month by month for first year
- Annual for first 3-5 years



Appendixes

- Detailed Resumes
- Supporting Detail
- Orders,
Letters of Intent
- Awards and Certifications
- Financial Notes and Assumptions
- Detailed Financial Projections



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Tips

- Own **every word** and **every number** in your plan
- Read several plans
- Get someone on your team to assist with:
 - Market Research and Positioning
 - Growth Strategies
 - Financial Projections
 - Editing and Proofreading
 - Polishing and Publishing



Tips

- Process:
 - Gather data (status, industry research, competitive research, etc.)
 - Develop growth strategies
 - Create financial model
 - Adjust growth strategies 😊
 - Write the plan



Homework / Exercise

- Think about the value of a business plan for your business
- Decide whether to write one on your own, or with professional support
- Go for it!



Open Q & A – in a minute

- Comments and questions on the topic of the day
- Any other issues
- Tell me what your biggest “take-aways” are and what insights you gained from this presentation
- Tell me what you are going to focus on



My Programs

- Consulting / Coaching Services
- Library / Membership Program
- Beyond Business Survival

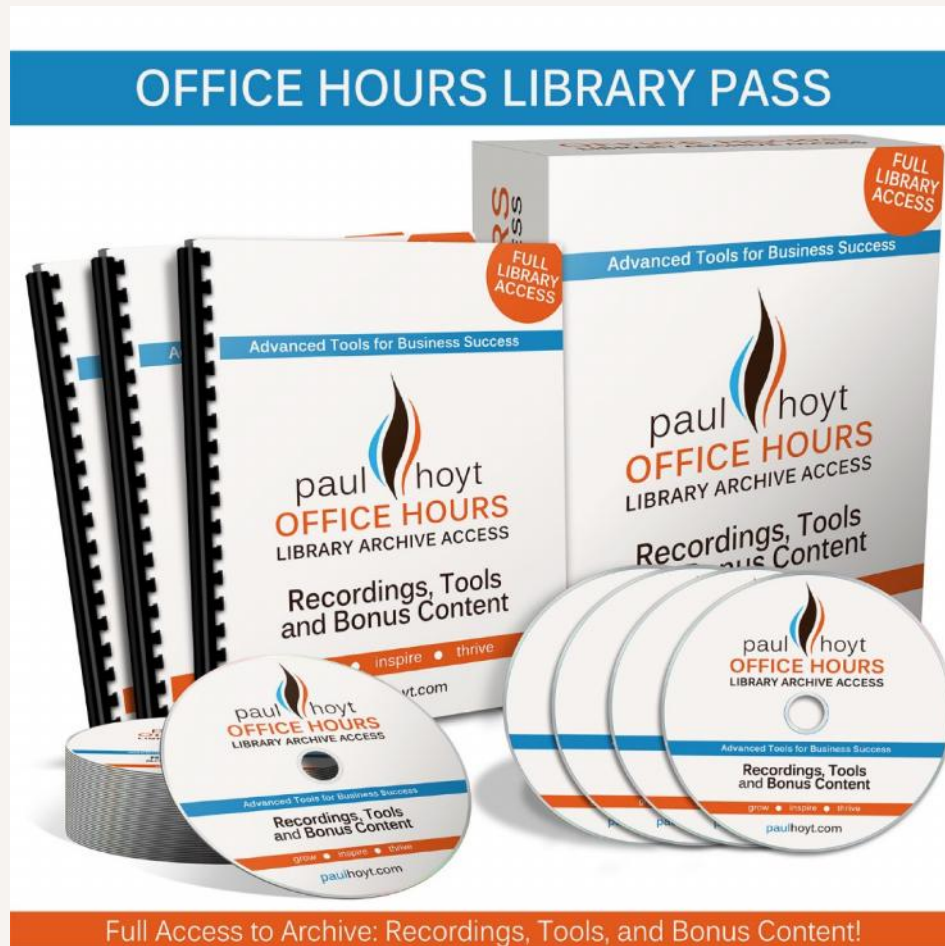


Services

- Immediately available for private mentoring, strategic plans, business plans, and financial models
- Programs start at \$200



Paul Hoyt Library Membership



Paul Hoyt Library

- All Office Hours recordings
- Dozens of business document templates, spreadsheets, processes, agreements, etc.
- Bonus inspirational messages
- I'm adding to it every week



Paul Hoyt Library

- Three pricing options:
- **Lifetime:** \$279 one time payment
- **Annual:** \$79 / year
- **Monthly:** \$9.38 / month



Beyond Business Survival

- Critical small business owner training
- “What you need to know when you’re the CEO”
- If you don’t get the training you need, you will make a lot of critical mistakes that will **slow you down** or **shut you down!**
- This program can save you \$10,000, \$20,000, \$50,000 or more!



Beyond Business Survival

- Self-paced, on-demand learning program
- Audio with complete transcripts
- Dozens of critical success principles
- **Only \$497**
- **Bonus:** includes a **lifetime membership** in the Paul Hoyt Library! (**\$279 value!**)



Join Me!

- Connect with me on Facebook
 - Get your Energy of the Day!



Next Monday

- Topic is: Micro Business Challenges
- Let me know what topics you would like for me to address: www.PaulsSurvey.com
- Do your homework!



Open Q & A

- Comments & questions on the topic of the day
- Any other issues
- Your take-aways and insights
- Survey: www.PaulsSurvey.com

Contact Me at paul@paulhoyt.com

call or text: 415.997.8001

www.SchedulePaul.com





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