

accelerate!

JUMPSTART TEMPLATE

Qx4 BUSINESS PLAN



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Print this page to write your answers down here, or use a journal to record your progress. This is your quarterly business map. Review it and revise it at the beginning of each quarter to maintain focus and keep the momentum going forward one manageable quarter at a time.

VISION (What are you building?)

Example:

“Within the next 3 years, grow _____ (your company) _____ into a profitable _____ (industry) _____ company with revenues of _____ (\$) _____ and net profit of _____ (\$) _____ by providing _____ (products) _____ and _____ (services) _____ for _____ (your target customer) _____.”

OBJECTIVES (What are our 3 to 5 measurable goals?)

Examples:

- 1) Generate \$ _____ in revenue in 2014
- 2) Net \$ _____ in pre-tax profits in 2014
- 3) Add 2 new large accounts valued at \$ _____ each
- 4) Increase existing customer sales by _____%

STRATEGIES (How will we grow the business?)

Examples:

- 1) Create a monthly targeted Facebook ad campaign
- 2) Send 1,000 direct mail pieces with a special offer monthly
- 3) Join 2 trade associations that support our target customers
- 4) Build relationships with local CPA's for customer referrals

ACTION STEPS/TACTICS (What needs to be done?)

Examples:

- 1) Create marketing images for Facebook campaign
- 2) Work with direct mail house to print cards for mail campaign
- 3) Attend the national conference and develop key contact list
- 4) Upgrade CRM software by the end of the second quarter

:: ACTION STEPS ::

Create a quarterly business plan using these 4 planning questions. You can also use the same questions for an annual plan, but by breaking down the plan into 90-day goals, it will be easier to stay focused and headed for success!