

The 3 Page Business Plan

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The 12-Month Revenue Plan

1. Current Reality:
 - a. How much did you make last month? (i.e. What is your current monthly revenue?)

 - b. How does it compare with your written plan?

 - c. Why is that?

 - d. This gap is the price you are paying every month, for not working on your limitations.
2. Write down your revenue goal for the next 12 months.

3. No, wait! Scratch that number! Now double it.

4. Now calculate your monthly goal (simply divide the number above by 12).

5. What's the (average) price of your services or products?

6. How many sales do you need per month to reach your monthly target?
[[4] ÷ (5)]

7. How many prospects do you talk to, to make one sale?

8. Then how many prospects do you need to talk to per month? [(6) × (7)]

9. How many prospects per day? [(8) ÷ 20]

The Irrefusable Offer (TIO) & The Compelling Value Conversation (CVC)

TIO

1. The midnight naked truth: What do your clients say when they bare their soul about their challenge to their spouse in the in the middle of the night? (About what's keeping them up at night.)

2. What do your clients hate the most about your industry?

3. If you had a magic wand, what magical results could you deliver for your clients that would blow the whole industry away?

4. The 'honey' WITHOUT 'bees': They want the honey but what are the bees that they don't want?

5. What's you delivery vehicle?

6. What are your credentials?

7. What's your greatest client success story? What exact results did they get? Who are they?

8. How do you impact the FFISH?

The Predictable Revenue Development Model

1. **Leads:** How many new leads are generated per month?

2. **Sales Qualified Leads (SQLs):** How many qualified sales opportunities are created per month? *[To qualify use The PTDB Sequence]*

3. **Pipeline Value:** How much is the Total Rand Amount of new qualified pipeline generated per month? *(This is the best indicator of future revenue.)*

4. **Leads : SQL Conversion Ratio (%):** What is the % conversion rate of leads to qualified opportunities?

5. **Total Revenue (New, Add-on, Renewal):** What is the total revenue generated per month from new sales, add-ons and renewals?
NEW: _____
ADD_ONS: _____
RENEWALS: _____
6. **SQL : Sale Conversion Ratio (%):** What is the % conversion rate of SQLs into sales?

7. **Annual Recurring Revenue (ARR):** What is the guaranteed annual recurring revenue?

8. **Lifetime Value of Your Client (ARR × # of years):** What is the average lifetime Rand value of each client?
