

The 3 Page Business Plan
P1
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? (divide (4) above by (5) above)

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? (Multiply (6) by (7))

9. How many prospects per day? ((8) divide by 20)

P2

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?

P3

Effortless & Fun Lead Generation