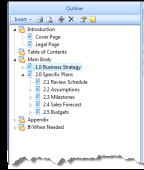
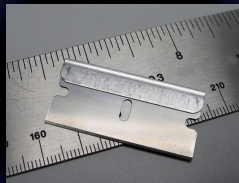


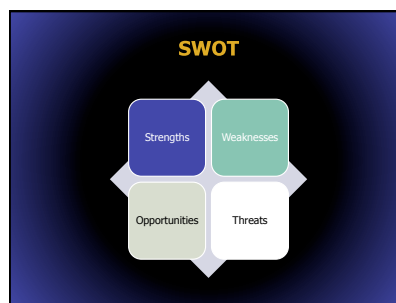
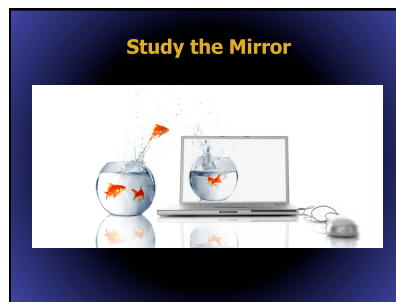
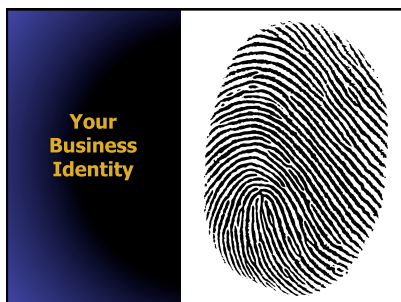
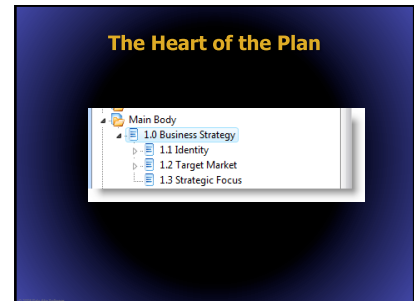
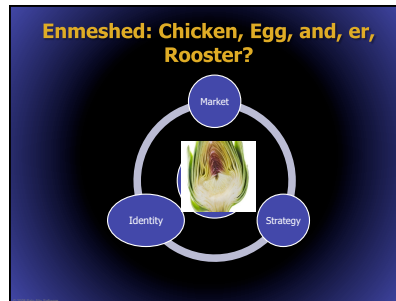


Blocks. Modules**Do Only What You Need****Separates Plan from Background****3. Planning is Management****Metrics & Tracking****4. Planning Manages Change****5. Planning not Accounting****Pop Quiz: Who Said This?**

The plan is useless, but
planning is essential.

5 Planning Fundamentals

1. It's About Results
2. Form Follows Function
3. Planning is Management
4. Planning Manages Change
5. It's Planning Not Accounting



Profile Your Ideal Customer



Tell the Story



Target Needs and Wants



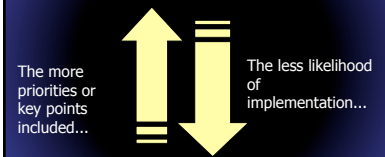
Divide & Conquer



Strategy is Focus



Strategy is Focus



Strategy Is Tailored



Tough Decisions



Understand Displacement



Knobs You Can Turn



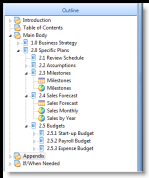
Pop Quiz: Who Said This?

I don't know the secret to success; but I do know that the secret to failure is trying to please everybody.

Your Business Plan

- 1. Fundamentals
- 2. The Heart of the Plan
- 3. **Flesh and Bones**
- 4. Dressing and Growing

Action Plan: What? When?



Do the Review Schedule First



Identify Important Assumptions



Develop the Metrics



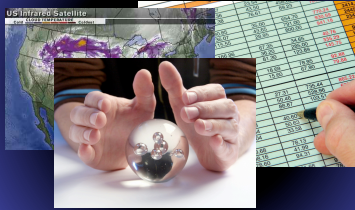
Match Tasks to Owners



Milestones Make a Plan Real

Milestone	Start Date	End Date	Budget	Manager	Department
Corporate Identity	12/1/2006	2/21/2007	\$10,000	JD	Marketing
Personal implementation	1/2/2007	1/30/2007	\$1,000	JD	Sales
Business Plan Review	1/2/2007	1/15/2007	\$0	KD	Ops
Upgrade mail	1/2/2007	1/15/2007	\$5,000	JD	Sales
New corporate brochure	1/2/2007	1/15/2007	\$5,000	JD	Marketing
Delivery card	1/2/2007	1/25/2007	\$15,000	JD	Servicing
Direct mail	2/2/2007	2/15/2007	\$3,000	JD	Marketing
Advertisements	2/2/2007	2/15/2007	\$115,000	JD	Ops
14 Prototype	2/2/2007	2/25/2007	\$2,500	JD	Product
Service review	2/2/2007	2/25/2007	\$1,500	JD	Product
14 Presentations	2/2/2007	2/25/2007	\$0	JD	Sales
14 Testing	2/2/2007	2/25/2007	\$1,000	JD	Product
14 Accounts	3/2/2007	3/15/2007	\$0	JD	Sales
140 Prototype	3/2/2007	3/25/2007	\$2,500	JD	Product
140000 Equip	4/2/2007	4/15/2007	\$15,000	JD	Marketing
140000 Equip	4/2/2007	4/15/2007	\$1,000	JD	Sales
140000 System	7/2/2007	7/25/2007	\$5,000	JD	Servicing
Total			\$197,500		

Forecast Your Sales



Sample Sales Forecast

	Jan	Feb	Mar	Apr	May	Jun
Sales Forecast						
Unit Sales						
Units	100	150	200	250	300	350
Revenue	\$100	\$150	\$200	\$250	\$300	\$350
Unit Price						
Units	100	150	200	250	300	350
Revenue	\$100	\$150	\$200	\$250	\$300	\$350
Total Sales						
Units	100	150	200	250	300	350
Revenue	\$100	\$150	\$200	\$250	\$300	\$350
Net Profit						
Units	100	150	200	250	300	350
Revenue	\$100	\$150	\$200	\$250	\$300	\$350
Total Profit						
Units	100	150	200	250	300	350
Revenue	\$100	\$150	\$200	\$250	\$300	\$350

Forecast From Recent Past



Expense Budget

	Jan	Feb	Nov	Dec	Year 1
Payroll	\$12,000	\$12,000	\$27,250	\$27,250	\$184,750
Advertising	\$13,500	\$13,500	\$13,500	\$13,500	\$162,000
Leases	\$500	\$500	\$500	\$500	\$6,000
Utilities	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000
Insurance	\$300	\$300	\$300	\$300	\$3,600
Rent	\$1,500	\$1,500	\$1,500	\$1,500	\$18,000
Payroll Tax	\$1,680	\$1,680	\$3,815	\$3,815	\$27,265
Other	\$0	\$100	\$200	\$300	\$1,000
Total	\$30,480	\$30,580	\$46,065	\$46,165	\$424,615

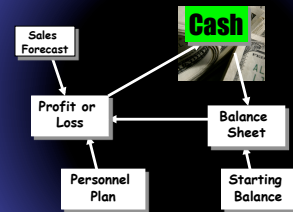
Estimate Payroll

	Jan	Nov	Dec	Year 1	Year 2
Personnel Plan					
Partners	\$12,000	\$12,000	\$12,000	\$144,000	\$175,000
Consultants	\$0	\$0	\$0	\$0	\$50,000
Editorial/graphic	\$0	\$6,000	\$6,000	\$18,000	\$22,000
VP Marketing	\$0	\$5,000	\$5,000	\$20,000	\$50,000
Sales people	\$0	\$0	\$0	\$0	\$30,000
Office Manager	\$0	\$2,500	\$2,500	\$7,500	\$30,000
Secretarial	\$0	\$1,750	\$1,750	\$5,250	\$20,000
Other	\$0	\$0	\$0	\$0	\$0
Total People	3	7	7	7	14
Total Payroll	\$12,000	\$27,250	\$27,250	\$194,750	\$377,000

Cash Traps



Plan Cash Flow

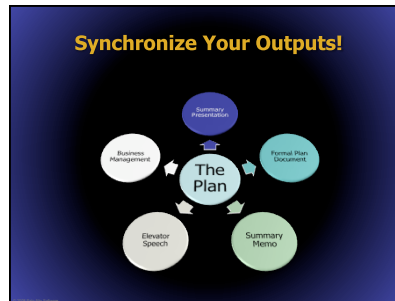


Your Business Plan

1. Fundamentals
2. The Heart of the Plan
3. Flesh and Bones
4. Dressing and Growing

Dress It As Needed





Plan vs. Actual

		Jan	Feb	Mar
Unit Sales				
Meals	1,053	33	(140)	(55)
Drinks	527	(111)	(112)	138
Other	7	47	36	101
Total Unit Sales		(31)	(216)	184
Unit Price				
Meals	\$4.4			
Drinks	\$7.9			
Other				
Total Unit Price				
Sales				
Meals	\$18.96	\$3,711	\$502	\$6,193
Drinks	\$24.45	(\$96)	\$37	\$730
Other	\$42.49	\$302	\$271	\$902
Total Sales		\$3,916	\$821	\$7,826
Sales				
Meals	\$15,396	\$16,297	\$28,736	
Drinks	\$684	\$1,091	\$2,260	
Other	\$502	\$471	\$1,102	
Total Sales	\$16,581	\$17,859	\$32,107	

