

# PAID IN FULL:

## Thinking of a Master Plan

- A business plan is for \_\_\_\_\_
- A strategic plan is for \_\_\_\_\_

### 5 Must-Haves for Your Small Business Strategic Plan

What you need to know *before* you set your business goals!

- 1. Knowledge of** \_\_\_\_\_
  - \_\_\_\_\_, \_\_\_\_\_ & \_\_\_\_\_ trends
  - \_\_\_\_\_ - \_\_\_\_\_ trends & \_\_\_\_\_
- 2. Understanding of** \_\_\_\_\_
  - Interview \_\_\_\_\_
  - Conduct \_\_\_\_\_
  - \_\_\_\_\_ - LinkedIn and Facebook groups
- 3. Assess your** \_\_\_\_\_
  - Conduct \_\_\_\_\_: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_
- 4. Know your** \_\_\_\_\_! "Business Vitals"
  - \_\_\_\_\_
  - Monthly \_\_\_\_\_
  - Annual and quarterly \_\_\_\_\_
- 5. An** \_\_\_\_\_!
  - Who is responsible for doing what and when?
  - \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_!

(NOTE: Complete templates, tools and checklists provided in detail in *The BOLD MOVE Small Biz Strategy Implementation Program.*)

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## Thinking of a Master Plan

### Strategic Planning Self-Assessment

1. What are the trends that could affect my business in 2017?
2. When is the last time I heard from my ideal customers? What do they want from my business? Do I need to adjust my products or services?
3. Do I have a clear understanding of my strengths and weaknesses? How does my 2017 business strategy maximize my strengths and compensate for my weaknesses?
4. What are my Business Vitals?
5. How, when and by whom will each aspect of my strategic plan be implemented? How can I make sure we follow through?

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