

# Plan To Profit Live Online Course

*“YOU DON’T HAVE TO BE A GENIUS OR A VISIONARY OR EVEN A COLLEGE GRADUATE TO BE SUCCESSFUL. YOU JUST NEED A FRAMEWORK AND A DREAM.” - MICHAEL DELL*

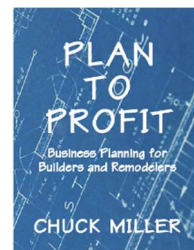
Your business plan is the most important management tool you have. It defines your strategy, tactics, and specific activities for execution. It also establishes dates and deadlines, budgets and cash flow. Additionally, it guides you regarding

- Types of projects to pursue
- How you market your company
- People to hire, and
- Funding needed to succeed.

Planning establishes your short-term, intermediate-term, and long-term goals. It outlines how you can achieve those goals. Long-range plans are broken down into manageable short-term goals that everyone on your team can identify and support. Your business plan will help you

- Focus strategy
- Manage milestones
- Manage metrics
- Assign and track responsibilities and performance, and
- Manage money using projections for sales, costs, expenses, and cash.

The Plan To Profit online course is based on the book “Plan To Profit: Business Planning for Builders and Remodelers.” The book provides a blueprint you can follow to develop a working business plan. Using the book as a blueprint, the course will walk you step by step through the process. The course is divided into 8 sessions.



## **Session 1**

**Introduction** – In this session we will discuss the information covered in the first three chapters of the book:

- What Business Plan Is
- Why You Need a Business Plan, and
- How to Write a Business Plan: An Overview

## **Session 2**

**Market Research and Analysis** – In this session we will discuss:

How to conduct market research including:

- Demographic
- Psychographic
- Consumer, and
- Competitive

How to

- Identify your target market
- Decide what to build
- Decide where to build it, and
- Determine how to price it,

How to determine and analyze the characteristics unique to your market to help you:

- Get to know your customers
- Figure out your competitors' vulnerabilities
- Identify Barriers to entry
- Identify windows of opportunity
- Determine business Risks

## **Session 3**

**Product and Service Plan and Marketing Plan** – In this session we will discuss:

**Product and Service Plan**

- Product
- Place
- Pricing
- Service
- Customer service strategy
- Project planning process
- Warranty
- Positioning
- Future products and services

## **Session 3 (cont)**

### **Marketing and Sales Plan**

#### Marketing

- Branding
- Graphic design

#### Promotion

- Inbound Marketing
- Outbound Marketing
- Realtors
- Referrals
- Public Relations

#### Converting Leads

- Qualifying leads
- Tracking leads
- Estimating
- Staffing
- Sales Process
- Welcome
- Discovery
- Assessing Your Ability to Ease the Customer's Pain
- Gaining Commitment
- Servicing the Sale
- Sales and Revenue Forecast
- Lead Conversion
- Sales Goal
- Revenue Goal

## **Session 4**

**Operations Plan** – In this session, we will discuss:

### **Administration**

- Business planning and budgeting
- Setting up and maintaining company processes
- Bookkeeping
- Processing payables and receivables
- Estimating
- Job Costing
- Setting up and maintaining computer systems
- Working with advisors
- Creating and maintaining the employee handbook
- Performing role of receptionist
- Communicating with all stakeholders

## **Session 4 (cont)**

### **Production**

- Scheduling
- Purchasing
- Managing field employees and subcontractors
- Keeping the job on schedule
- Controlling costs
- Preparing/Reacting to job cost variance reports
- Communicating progress
- Producing a quality job
- Vetting new products
- Safety

## **Session 5**

**Financial Forecasts and Budgets** – In this session we will discuss:

- Revenue Projections
- Work In Progress Projections
- Operating Expense Budget
- Income or Profit and Loss Statement
- Balance Sheet
- Cash Flow Statement Breakeven Analysis

*You will be provided with and shown how to use the Microsoft® Excel® financial statement worksheets to prepare your pro forma financial statements.*

### **Financial Ratio Analysis**

#### **Financial Analysis and Conclusion**

- Capital Requirements
- Use of Funds Statement
- Exit Strategy

## **Session 6**

**Goals and Action Plans; Vision, Mission, Core Values; Unique Selling Proposition; and Review Plan** – In this session we will discuss:

- Creating SMART goals and Developing Action Plans
- Creating a Vision Statement
- Creating a Mission Statement
- Defining Core Values
- Developing A Unique Selling Proposition
- Developing a Review Plan

## **Session 7**

**Leadership Team And Staffing Plan; Company Overview: and Executive Summary** – In this session, we will discuss:

### **Leadership Staffing Plan**

- Leadership Development Plan
- Succession Plan

### **Company Overview**

- Legal Structure
- Ownership
- History
- Location
- Construction Operations
- Affiliations
- Outside Support

### **Executive Summary**

- Company Information
- Financial Performance and Forecasts
- Goals
- Capital Requirements
- Leadership Team
- Market Analysis
- Product and Service Strategy
- Marketing and Sales Strategy
- Risks

## **Homework**

In addition to each 2-hour session, your investment of time after Sessions 2, 3, 4, 5, 6 and 7 will be to draft the section(s) of your business plan covered in that session.

## **Session 8**

**Review & Discuss Your Business Plans** – In this final session you will submit a copy of your completed business plan for review and comment. If you are not comfortable sharing your business plan and/or if the number of business plans submitted cannot be thoroughly reviewed and commented on during the last 2-hour session. this session could be scheduled with each student individually.

## **Follow Up**

Following the final session and review and comment on your completed business plan, Chuck will be available to review and discuss any changes or additions to your business plan recommended during the final review.

In addition to the 8 sessions, Chuck will schedule a one-on-one follow-up session with each student when their first review is scheduled.

## **Return On Investment**

Upon completion of the 8-week course, you will have a working business plan. If you use your completed business plan as the management tool it is designed to be, the return on your investment of time and money will be a reduction in your **Stress** and improvement in your **Life Balance**. Your working business plan will give you greater control by:

- Setting goals and objectives for the business and staff
- Facilitating and enhancing your decision making
- Driving improved results by providing a measuring stick for performance
- Helping you gain a distinctive competitive advantage
- Helping you anticipate and manage change
- Revealing future opportunities and concerns
- Stabilizing your financial performance
- Smoothing growth
- Improving communication
- Developing team and teamwork that is focused on the business's future
- Allowing staff to ask and answer important questions within your business
- Helping you retain existing talent
- Helping you attract better talent
- Elevating your staffs' commitment level
- Raising your staffs' motivation and morale
- Aligning your people, processes, and resources with a clear, captivating, and desired future position
- Facilitating your efforts to secure additional capital for your company

## **Investment**

Besides your time and effort, your investment in the 8 session Plan To Profit: Creating A Working Business Plan course is **\$4,000**. Upon registration you will receive a copy of Chuck's book "**Plan To Profit: Business Planning for Builders and Remodelers**." In addition to the 8 – 2 hour live online sessions, Chuck will be available via text, email or phone between sessions to answer your questions or provide one-on-one coaching.

## NAHB Member Discount

If you are a member of **NAHB**, you will receive a \$200 discount on the course fee. That's the equivalent of your annual **NAHB** membership dues.

## Bonuses

We recognize that most small business owners wear many hats. We also recognize the importance of involving your employees in the planning process. So with your paid registration, your employees are welcome to participate in any or all of the live online sessions.



## Referrals

We understand the value of referrals from satisfied clients. Consequently, to any client who refers a new client, we will pay a \$500 referral fee upon the new client's registration for the course and payment of the full course fee.