

The Micro Business Plan Planner™

1. Corporate Objectives

- ◆ Outline 3 corporate objectives. Make them S.M.A.R.T

2. Company Vision

- ◆ Create a compelling story that everyone can take to heart. Make sure there is passion.

3. Target Customer

- ◆ Segment your target market. Stake your ownership claim in at least one segment.

4. Branding and Market Positioning

- ◆ Develop a brand experience that makes your customers stay tied to you?

5. Product and Service Offerings

- ◆ Define what you do. Do it better than everyone else today. Do it less costly tomorrow.

6. The Product Creation Process

- ◆ Plan to obsolete your best products ahead of your competitors.

7. Pricing Strategy

- ◆ Make it easier for customers to maximize the value of your products.

8. Promotional Strategy

- ◆ Create a strategy to attract and retain customers. Communicate the brand experience.

9. Channels and Distribution

- ◆ Create a plan to maximize mindshare with customers, partners, and suppliers.

10. Metrics of Success

- ◆ Create 3 measures that define success. Make them quantifiable and easily measurable.

11. Implementation Plan

- ◆ Define who will do what by when.