

**B U S I N E S S P L A N**

**F O R**

**[Your Business Name]**

**May, 2006**

**OWNER:**

**[Your Name]**

**[Your Address]**

**[your phone]**

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**Prepared By: [Your Name]**

## Executive Summary

This document outlines the business concept, market analysis, marketing and growth strategy, and management structure for the business known as [Your Business Name], a sole proprietor business.

[Your Business Name] is a home-based business solely operated by [Your Name] in Prescott Valley, Arizona. The business is a direct sales enterprise specializing in entrepreneurial development and training through the marketing and promotion of personal development products and events. There will be varying hours of actual operation, but the principal will be available for conduct of business from the home office any day of the week between the hours of 9:00 a.m. and 6:00 p.m. There may be periods of limited operation due to travel out of state or out of the country, but the principal will never, even when traveling, be without access to the modes of communication upon which the business is primarily operated: telephone and computer.

The business is centered around two rapidly growing marketplaces: personal development and the home based business arena. There is virtually unlimited potential in both of these areas due to the current popularity and newsworthiness of personal development materials and authors, as well as the growth of entrepreneurial pursuits and the development of such opportunities due to the current fluctuation in the economy. The business provides the opportunity to market

and promote the products and related opportunity virtually anyplace worldwide.

The business requires a very low initial outlay for an independently owned business when considering the earning potential it affords and the market velocity behind the products. When considering many available business opportunities, the affiliate style business model routinely outperforms franchises and sole proprietorships in the first three years of business and it is very common to realize six figure profits in those time frames.

### Business Description

[Your Business Name] is an Arizona was established in May 2006 for the purpose of conducting entrepreneurial consulting, training, and management support in the field of home business start-up, and with a specific emphasis on promotion of certain personal development products designed to enhance and improve clients' and/or associates' business development and earning potential. The products are made available to clients and associates of [Your Business Name] through an exclusive affiliate relationship with Life Path Unlimited, an Arizona direct sales company that specializes in the creation and development of such products. The products include a home study curriculum and two multi-day

conferences, all of which are retail products and which are marketed and sold by the principal of [Your Name].

[Your Business Name], via this business plan, is outlining its function and purpose as a consulting and sales business for the express purpose of home based business development. It also functions as a retail seller of the aforementioned personal development products, which may be marketed or sold to persons not engaged in home based businesses, but who are consumers of personal development products.

## The Products and Services

[Your Business Name], through its affiliation with Life Path Unlimited, makes the following products available for retail purchase:

### The Discovery Program

Discovery is LPU's flagship product. Produced by company co founder, Patrick Combs and other well-known speakers, coaches and doctors. Discovery is a 56-day, multimedia personal development program designed to help people accomplish their goals and objectives through changing their mindset and habits. It includes several key components: DVD, series of audio CDs, workbook, journaling and goal setting systems.

### The Breakthrough Conference

The Breakthrough Conference is both an enhancement and a continuation of the groundbreaking Discovery program. This conference is a three-day experience designed as a succession of social activities and interactive sessions that feature world-renowned speakers and personal development educators. The Breakthrough Conference is held in luxury venues around the globe.

### The Destiny Conference

Designed to expand and reinforce the powerful personal growth resulting from the Discovery program and Breakthrough Conference, the elite Destiny Conference focuses on the personal expansion that is made possible by the accumulation of personal wealth. The Destiny Conference is more than motivational; it is an intense experience created by a marriage of the most progressive topics in personal development and the most cutting edge business trends and strategies. It takes wealth management, business development, and self-improvement and wraps it

in a luxe package for the most discriminating conference consumer. This conference is conducted once annually and is held in luxury venues around the globe.

### The Services provided to its Clients and Associates

[Your Business Name], in its relationship with its clients and associates, provides training and support which enhances the home study curriculum and conference offerings and assists clients and associates in building their home businesses by providing instruction and guidance relative to marketing, advertising, promotional strategies, and general business development.

#### Market Analysis

[Your Business Name] has performed a cursory market analysis, both through research and personally conducted surveys, about the current market conditions in both the home-based business and personal development arenas.

The personal development industry is currently a \$9 billion plus per year and growing industry. In addition, it is a niche marketplace, making it both highly desirable and largely untapped. The bottom line in the personal development realm is that most people are not only looking for a way to improve their lives, but are routinely spending money on various methods of improvement, including: seminars, conferences, self-paced curriculums, books, tapes and cds, webinars, e-books, recurring classes, retreats, and other methods of accessing the fastest developing trends in the self development industry. This thirst for knowledge and information has generated great sales velocity behind products

such as the ones that Life Path Unlimited has created for distribution through direct sales.

The home based business industry carries the same high velocity, but for varying reasons. Some of the industry's growth is due to the current economic climate, including the downturn in such high earnings fields as real estate and mortgage. These high wage earners are looking for replacement opportunities, and they are also looking to replace the level of income they are accustomed without having to climb an endless corporate ladder. Many home-based businesses provide that income level in a relatively short period of time. Other aspects of the home based business industry's rapid growth can be attributed to the base desire so many people possess, and in greater and greater numbers, to retake control of their time, their financial resources, and the balance between personal and professional growth and freedom. Simply stated – people are tired of exchanging their time for money, and having someone else other than they decide what the value of their time is. Entrepreneurial opportunities abound right now because people have discovered that now more than ever they are capable of and desire the freedom and flexibility of owning their own business.

## Strategy and Implementation

[Your Business Name] has created a plan, which includes goals and strategies designed to rapidly increase its client and associate base. It includes a specific implementation and action plan for aggressively marketing the retail products mentioned earlier in this business plan.

### Client/Associate Base Development Strategies

- Mass media approach, including web campaigns, newspapers, magazines, radio, temporary signage, flyers, direct mail
- Advertising in publications and periodicals which specifically target the home based business industry
- Advertising in publications and periodicals which specifically target the personal development industry
- Full utilization of warm market / personal contact marketing techniques; i.e., speaking with someone you have a professional affiliation or a personal relationship with is building ON a relationship rather than building one “from scratch” – these already established lead bases become valuable resources when building clientele.
- Staying connected with the products – being a “product of the products” and exhibiting the strengths or characteristics that a potential client or associate might desire to develop – creates a natural attraction of viable, like-minded potential business associates or consumers.

### Goals for the 30 / 60 / 90 Day Launch Period

- My 30 day profit goal is: \$ 9,000
- My 60 day profit goal is: \$15,000
- My 90 day profit goal is: \$45,000

#### Goals for the First Year

- My 6 month profit goal is: \$ 100,000
- My 12 month profit goal is: \$ 220,000

## Financial/Cost Summary

[Your Business Name] has identified the following hard costs associated with start-up of the business, as outlined in the above business plan:

Affiliation privileges with LPU:	\$	49.95	
Discover Product:	\$	1,695.00	
Breakthrough Conference Ticket:	\$	8,995.00	
Destiny Conference Ticket:	\$	14,995.00	
Travel Expense:	\$	5,000.00	
Life Path Pro web site subscription:	\$	49.95	(monthly)
Long Distance Costs, unlimited use:	\$	29.99	(monthly)
800 number	\$	19.99	(monthly)
Website Hosting/Domains:	\$	25.00	(monthly)
Marketing/Advertising Budget:	\$	500.00	(monthly)
Miscellaneous Office Expense:	\$	100.00	(monthly)

This totals an initial outlay of approximately \$31,460. for the first year of business operations. It is important to note that this also equates to the **TOTAL COST of** the business; in essence, the purchase of the three products afford the principal of [Your Business Name] the opportunity to retail the product to other consumers. The recurring expenses of promoting the products and related home business opportunity are shown in their respective interval of occurrence.

The obvious upside of operating a business where travel is a main component of promotion of the business is the correlating tax benefit.

## Management Team

[Your Business Name] operates with the support of a management team, which participates in its development, and ultimately its success. These individuals are advisors to me and act in the capacity of experienced mentors and trainers throughout the growth and development of [Your Business Name]. They are:

Destiny Advisor Name

Destiny Advisor Address