

Developing a Simple Business Plan

Business plans can be a game changer when it comes to building your business. My suggestion is to begin with a simple plan, and revise it as necessary. Here is the outline of the very simple plan I use:

I. Vision of Your Business

- What do you want your business to look like?
Online? Face to face?
Full time? Part time?
Sales expectations?
Profit margin?

II. Goal Setting

- What SMART goals do you want to achieve related to your vision?
Specific, measurable, achievable, relevant, time based
Examples: Hold 2 workshops each month.
Get 3 new customers each month.
Reach \$10,000 in sales during the Stampin' Up! business year.

III. Specific Steps/Activities

- What tasks or activities do you need to accomplish in order to achieve the above goals?
Examples of steps for meeting the goal "Hold 2 workshops each month"
---Complete the 40 Guests in 4 Minutes worksheet (Print Lab)
---Call previous hostesses
---Community outreach
- Remember to check out Stampin' University for excellent information about building a business

IV. Review

- Periodically review your goals
- Make adjustments as necessary
- Remember to allow time for processes to be implemented

It's been my experience that "KISSing" is always best (Keep It Simple Sweetie). This plan aligns with what I was familiar with when I was teaching, so I felt very comfortable using this. Even if you do not follow this plan, be sure to write down your goals. Research shows we are more likely to achieve the goals we write down and revisit.

Balancing Your Business and Personal Lives

These are tried and true steps which have worked for me. Tweak them as needed for you.

1. Write down clear cut goals and objectives (i.e. Business Plan)
 - If you are doing something that does not directly point to your business plan, let it go.

- You may find that you are doing a lot of things which are time consuming, and not helping your business.
2. Set up Business Hours
 - This is dedicated time in which you do “demonstratorly” things, such as contacting customers, checking reports, write blog posts, creating
 - Some of you may work your business during the day, some of you at night, depending upon your personal circumstances.
 - **The key is to work your business consistently.**
 3. Keep a calendar
 - Write down when everything needs to be completed; start and stop time for promotions; signing up for OnStage, as well as personal appointments that occur during your business hours.
 4. Set up a daily schedule.
 - Block out time for communication, customer service, blogging, stamping, etc.
 5. Get an assistant, if possible
 - Let them do things which do not require your expertise (example: cutting cardstock for workshops, helping with retired product sales, addressing customer cards)
 - I paid mine with product
 6. Accountability partner
 - Someone you trust who will hold you accountable for completing the tasks in your business plan.
 - Business coaches are excellent accountability partners.
 - Sign up for coaching through Stampin’ Up!

*** Making more efficient use of your time and planning ahead will make your work time more productive. **The key is not to work harder, but to work more efficiently!**

In summary...

1. Develop a Business Plan with SMART goals. Don’t forget to check out Stampin’ University. Continually assess where you are, and be honest...determine what you need to change---and just do it! Change does not get any easier the longer you wait, so just get ‘er done!
2. Balance your business life with your personal life. You’ll be much happier if you do.
3. Communicate! Send out newsletters and emails! Don’t be afraid to call customers. Let your customers know what you have to offer them, and what sets you apart.
4. Don’t get frustrated! Rome wasn’t built in a day, and neither is a Stampin’ Up! business. Don’t dwell on everything you need to do, but rather break down what you need to do into manageable steps. Instead of viewing obstacles as insurmountable roadblocks, think of them merely as speed bumps on the road of life...they may slow you down, but they will not stop you!