

**Company Name**

Karin Smith, PCC Small Business Coach

**Date** 2012

## STEP 1

### Company Vision

## Vision

*What will this company look like after 5 -10 years? What will this company be known for? Use the present tense.*

Karin Smith, PCC, Small Business Coach is known for helping small business owners grow their businesses, complete the tasks that are hard to complete, become more efficient, and have better life balance. Karin has a long waiting list for her coaching openings and coaches 10 clients for \$1000 a month each. Karin also has a radio program on "Small Business Success" and appears on T.V. Talk shows and other radio shows from time to time.

One of Karin's Small Business niche's is coaches. She is a sought after Mentor Coach who transforms her clients into sought after coaches.

In addition, her product lines will bring in another \$50,000 of revenue per year and will be hassle free. Karin will develop products for her product line and will promote them on QVC, the internet and retail outlets. Karin creates marketing messages, but isn't very involved in production, shipping etc. Her products help people be more successful and happier. Many of the products support people in transition and those seeking major changes in their lives.

## STEP 2

### Mission Statement

## Mission

*What is the purpose of this business? Use no more than 1-2 sentences.*

I inspire solo-preneurs and small business owners to take action to be more successful, more efficient, and happier.

## STEP 3

### Branding

## Branding

*How will this business differentiate itself in the Market Place? List your strategy to tie your brand and colors into your business cards, tagline, website, blog, and marketing materials.*

1. Colors: Blue, Light Blue, White
2. Brand: Small Business Coach
2. My picture to personalize the materials.

## STEP 4 Creating Meaningful Goals

## Meaningful Goals

*Create goals that are meaningful to you. Add target dates. How are you going to measure your success?*

Annual revenue goal: \$150,000  
Monthly revenue goal: \$10,000 - \$15,000  
New client goal: 4 per month  
Total clients by the end of the year: 25 at \$400 per month  
Number of people touched by my practice: 100,000s  
Number of website hits: 5000 per month  
Number of people e-mail distribution: 10,000  
Tangible Products: 3 next year, one new one per year  
Articles per month: 3  
Information products: 3 this year, one per year  
Workshops: 5 per year  
Groups: 6 per year  
Trademarks: 3 total

## STEP 5 Strategies

## Strategies

*How will you build this company over time?*

Survey Small Business Owners to find out what they need.  
Look for a niche within Small Business Owners that can easily afford my services.  
Become known as an expert in my field through writing, teaching, and speaking.  
Build referral partnerships.  
Expand my customer base through the internet.  
Provide community leadership and support.  
Improve my financial strength and profitability.  
Create passive revenue.  
Create products.

## STEP 6 Marketing Activities

## Marketing Activities

*Your marketing activities are the actions used to build your business and achieve your Meaningful Goals. Include: Internet Marketing, Referral Marketing, Advertising, Promotions, Publicity, & Customer Contact. Make sure to include Target Dates.*

1. Create 60 Second Informational Videos for [www.YouTube.com](http://www.YouTube.com), [www.PeopleJam.com](http://www.PeopleJam.com), and my website.
2. Increase Search Engine Optimization for my websites – optimize page names and content
3. Offer Teleclasses/Workshops – Marketing, Stress Reduction, Conflict Management, whatever the survey points to as needed topics
4. Group Coaching: Small Business Marketing Support Group, Job Search Support Group
5. Networking in Person – Chamber, NAWBO, ABWA
6. Foster connections with referral partners: Financial Planners, Accountants, Lawyers, Human Resources Professionals who serve small businesses, Hypnotherapists, Acupuncturists, Chiropractors, Therapists
7. Electronic Networking: [www.Linkedin.com](http://www.Linkedin.com), [www.Facebook.com](http://www.Facebook.com)
8. Posting postcards in highly trafficked areas – Whole Foods, Doctors Offices, the Gym
9. Advertising: the Business Journal