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In **Developing a Business Plan Part 2 (or “Put Your Profits on Steroids”)**, you'll learn to avoid the 3 most common business planning mistakes, to avoid the gross profit trap, and take your high level business plan and turn it into a finely tuned profit-boosting tool you'll use every week in your business to double your profits and literally control your results. We'll skip the more common (and less useful) components of business planning so we can focus on Profit and Expense Controls and effective pricing considerations.

- I. Every Business is Different, Every Business is the Same
 - a. Don't miss the lessons
 - b. Look for Similarities
- II. Understand The Purpose of Your Business
- III. 3 Most Common Planning Mistakes
 - a. Not Planning or Not Using the Plan
 - b. The Most Important Element: _____
 - c. Sales Fluff instead of S.M.A.R.T.
 - i. S: _____
 - ii. M: _____
 - iii. A: _____
 - iv. R: _____
 - v. T: _____
- IV. The Great Gross Profit Mistake
- V. Engineer the Specific Results You Want
- VI. Get Intimate with Your Financials
 - a. The Balance Sheet
 - b. Profit & Loss Statements
 - c. The Cash Flow Forecast
- VII. Define Standards, Set up Measurements

VIII. Achieving Optimal Performance

IX. Pricing Strategies

- a. Pricing is last for a reason
- b. Pricing Components
 - i. COGS
 - ii. O/H
 - iii. Burden Rate
 - iv. Pre-planned Profit Margin

X. Using Your Plan to Produce Results