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Without a business development plan, your business will never be as healthy as possible and may even be sick and dead. But many small business owners don't do the business planning they should because they find it hard to find the time to do so. How many times have you thought that you should do some planning – if only you were not so busy minding business! But business planning doesn't have to be a time-consuming ordeal. In just a pair of two to three-hour sessions, you can draw up the basics of a business development plan that will refresh your business for a whole year. Set aside time on two separate days for a pair of business planning sessions. (The days don't have to be consecutive, but it should be pretty close in time. You can choose to separate your planning sessions by as much as a week.) If you're the kind of person who prefers to work in groups, hang out with one or two like-minded friends who also run small businesses. You will find brainstorming in this case easier with input from others, and they will definitely be more enjoyable as a social event. However, keep your planning group small; No more than three people. (The smaller the group, the more everyone will contribute.)

1. Revisit the Vision Statement Your business vision statement is the starting point for any business development planning, as this is the core of your inspiration and motivation. Do you see yourself owning so many businesses that you need to hire help? Trebling your sales? Become known locally as the best business of your kind? Expanding into franchise operations? Give your imagination freedom. What do you want your business to be like next year? Three years from now? Five years from now? Articulate your business vision for each time period listed above — and write three statements of your business vision. Feel free to make a business vision statement that reveals what you really want your business to be and what you really want out of your business. The vision statement is for you, not for your customers or clients.
2. Evaluate Your Business The second step of your development plan involves checking your current business position. First, the easy part. What are the three best strengths of your current business? And what are the three areas of weakness of your business? For more information on this, you should read [How to Perform SWOT Analysis for Your Business](#) and an example of this SWOT analysis. Now it's becoming a little more difficult; You need to connect these strengths and weaknesses with your vision statement for next year. How do the three forces you've identified get you closer to where you want to be next year? How will three weaknesses hold you back? Think about this and/or them and then write down three aspects of your business that you feel are most important to concentrate on in terms of achieving your vision statement for next year. For example, suppose my business vision statement is to treble me for next year and get my product nationally known. Suppose, too, that my strengths are the attributes of my product (the people who use it see it as a superior product), my customer base (the product is well positioned locally and I do a lot of repeat business), and my distribution system (I have no problem filling orders or having my products delivered to customers). On the other hand, the downside of my business is that it doesn't seem to attract a large number of new customers, the product seems unknown outside the local area, and my marketing efforts don't seem to work. Checking this out and comparing it to my vision statement for next year, I wrote: Salesforce. Pr. Marketing. Stop here for the first session. That's enough to ponder for now – and if you go and do other things, your mind will continue to work on the issues you've set. A good night's sleep between this and your next business development plan session (or even a few!) will make your next session much more productive. Now that you know where you want to go, the purpose of this business planning session is to figure out how you're going to get there, giving you a practical action plan for next year for your small business.
3. Set Your Priorities In my example in the first session, the three aspects of my business that I think are most important in terms of achieving my vision statement for next year are all closely related. You probably don't. Take a look at the three aspects you've chosen and rate them from the most important to the least important.
4. Brainstorming Actions Focus on one or two of your top priorities. What can you do to achieve what you want to achieve? Let your mind wander and list all the actions you might be able to take, no matter how practical they seem. (This is where having a partner or business planning team will be helpful; others often come up with ideas you've never thought of!) For example, after setting my priorities for marketing and PR, I will brainstorm all the actions I can take to improve my marketing and PR efforts so that I can treble my sales and get my products nationally known. I can: Set up a websiteSend press releases regularly Doing something unique or outrageous that will make me national coverageWhen a public relations expertI'm a marketing planI'm a great mailing campaign sending people samples of my productsPay to have my business name on blimpBuy ads in national magazinesBuy ads on search enginesBuy ads on social media like Facebook and Twitter This is only a partial list , but you get the idea. The important thing at this stage of brainstorming is to record all your ideas without prejudging (and rejecting) any of the The most far-making idea may contain the kernel of a good idea.
5. Organize Your Actions This is the stage of your business development plan where you shape your ideas into an action plan. First, go to your action list. Put a tick by ideas that you think are good, good, question marks by people you doubt and draw lines through that you think are unworkable or ridiculous. Now check out the good ideas. Do you see similarities or themes? If so, group the ideas accordingly.
6. Set Your Goals Use check mark items and/or themed item groups to create your action goals. As I said in [Goal Setting Is the First Step to Achievement](#), the secret to successful goal setting is to incorporate the actions you will take and the timeline into your goals. Use the formula: I will (a specific goal) BY (the specific action I will follow to achieve the goal) BY (time). For example, one of the goals of my action might be: I'm going to get my product known nationally BY making a **MARKETING PLAN** (the date is three months from now). My other possible action objective is this: I'll get my product known nationally BY starting an ad campaign on Facebook BY (three days from now). Don't skip the date! They are important to spur you into action and give you a basis for evaluating your progress. Create as many action goals as you feel is necessary to achieve greater goals to make your vision statement for reality next year.
7. Plan How and When to Evaluate Your Progress, you have your action plan now and you're ready to implement it – but there's one more thing to do first. If you don't plan how and when to evaluate your progress now, chances are you'll never go back to your business development plan. The dates inherent in the goals will help, but you also need to build time to review your progress on your action plan into your schedule. What would work best for you? Are you going to review your progress on your business plan once a week? Once a month? Every three months? Some people find it very effective to start each day with a business planning session It keeps your goals ahead and centered in your mind. Whatever you choose, select your current date and record it with reminders in whatever scheduling system you use. Evaluating your progress on your action plan may take from twenty minutes to an hour. Again, doing your business planning with a partner or small group is very beneficial at this stage; one of the things you will do when you evaluate your progress is assess what works and what doesn't. It's always useful to get more feedback when changing goals (and it's interesting to see how your partner or group members implement their own action plan). The second business development plan session ends here. You have now your direction over the next year and have forged a specific action plan to get you to where you want to be. You have even determined how and when you will sit down and evaluate your progress on your plan. There's only one thing to do - to get your action plan in action! Hopefully, these two business development plan sessions have got you fired and ready to start working on making your vision statement happen. Happen. Happen.

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