



Fast Track Business Planning For Freelancers, Independent Contractors, and Small Service-Based Businesses: 7 Steps To Creating Your Simple, Practical Business Action Plan

Krista M. Baker

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Most business plans have one purpose - to obtain funding from investors. If you aren't looking to raise start-up capital, secure a bank loan or attract potential investors, you don't need to write a 50-page business plan - nor is it a good use of your time. Good business planning is about capturing your vision for your company on paper. Fast Track Business Planning offers self-employed and small service-based business owners an alternative to the formal, overly complex business planning books and software on the market. Rather than focus on worksheets, financial projections, and time-consuming research, Fast Track Business Planning focuses on your day-to-day activities including prioritizing projects, managing your time and budget, and monitoring your results. There is no formal process or special methodologies to master. Just practical advice. The book addresses your biggest concerns: how to make money, how to attract customers, how to stand out from your competitors, which business tasks to do first, and how to create a simple action plan for any project. Discover: 14 key questions for simple business planning How to analyze business opportunities and choose the right one for you 6 ways you can diversify your income stream to make more money How to write your mission and vision statements How to identify your target market and ideal clients How to create compelling advertising that motivates prospects to contact you How to develop a follow-up system that converts prospects to clients How to create a referral system that sends you a steady stream of business 10 tried-and-true ways to differentiate yourself from competitors How to create a 15-second elevator pitch A simple 2-step process for prioritizing goals and projects A 5-step approach to solving any problem 7 steps to planning, scheduling and budgeting projects An easy way to monitor your monthly cash flow How to conduct an effective monthly business review

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