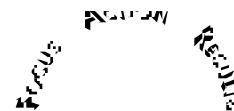


E-Management Company

FY2000 Business Plan



Vision

Become nationally known author, publisher, speaker and consultant serving entrepreneurs and independent business owners.

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- Consult primarily in SF Bay Area; approximately 30% of my time
 - Create products (books, tapes, CD's) for the entrepreneurial market 25%
 - Speak extensively regionally, building to national recognition

Mission

We help entrepreneurs & business owners build their future, one page at a time!

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Create professional business tools,
for entrepreneurs that build strong, profitable businesses.

~
Simplify the business of business for entrepreneurs

Objectives

- Generate total revenues of 125,000 in FY2000
- Achieve Profit before tax of \$90,000 in FY2000
- Increase active consulting client base from 20 to 30 – increase consulting fees to \$90k
- Secure 12 paid speaking engagements in FY00 at ave. fee of \$2,500
- Sell 1,000 books in FY2000; 25m in FY01; 50m in FY02; 100m in FY03
- Ten registered/certified E Mgt practitioners by 12/31/00; 100 by 12/31/01
- Complete E Mgt audio tape by 8/31/00; sell 500 tapes yielding \$5,000
- Complete Profitability is No Accident book by 12/31/00 – sell 500 copies in FY01

Strategies

- Collaborate to complete; can't do this by myself... Always keep it simple!
- Use network/personal contacts to create opports to speak, get reviews, articles published
- Self publish to start, prove marketability, seek national publisher
- Continue to turn consulting processes into products; products into programs
- Create products & programs for others to sell that serve the entrepreneurial market
- Seek endorsements/approval/intros/quotes from noted authors, CEO's, SBA
- Build national brand & corporate identity
- Exit strategy: sell to major publisher or business training company in 5 - 7 yrs

Plans

- Complete E Mgt by April 2000; print 6,000 copies in May
- Publish article in Inc. magazine 4th qtr 2000 or 1st qtr 2001
- Develop publicity & marketing plan by 3/31
- Develop E Mgt Certification program by 7/31
- Contract w/ Audio Design Productions for audio tape production 7/98
- Submit articles to Inc, Entrepreneur, Home Base Business for Dec. publication
- Complete mailing to 250 trade associations by 8/00 for speaking engagements