



P R E S E N T S

The One Page Business Plan for Speakers and Consultants

A teleseminar with Jim Horan

Interviewed by Rebecca Morgan, CSP, CMC

Contents of this report:

- Synopsis of the teleseminar from the SpeakerNet News Web site, with an overview of the program contents and background information for Jim Horan.
- Edited transcript of the teleseminar interview. The verbatim transcript has been edited to improve readability and to provide a list of additional resources.
- Jim Horan's handouts prepared for this program.

SpeakerNet News

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The One Page Business Plan for Speakers and Consultants

with Jim Horan

Profitability is no accident—it takes a plan. This teleseminar may be the most important thing you can do to dramatically move your speaking and consulting business to new levels. In this program Jim Horan, author of the best-selling book *The One Page Business Plan®* will share how to turn your good intentions into solid profitable business by writing a very concise, yet very powerful one-page document. Is this another ho-hum course on business planning like the others you have attended? No way! Jim knows how to capture the essence of any business in just a few minutes using his innovative key word and short phrase technique.



Why does the One Page Business Plan work? It works for some very simple reasons. First, the One Page® system makes capturing our plans easy because it's only one page! There is no room for fluff and filler; it also does not require a major commitment of time. Second, the key word and short phrase technique is very powerful because it encourages one to capture the essence of one's thoughts without getting bogged down in the complexity of prose writing. Also, these are *your* words about *your* business, not some computer boilerplate, so they are meaningful. And finally, the process of committing your plan into writing means you have initiated the process of committing yourself to building a real business.

Learn how to create a blueprint for success that will leave your competitors in the dust and wondering where you came from!

What you will learn:

- How to write a business plan on one page that will change your business forever.
- The 5 essential ingredients every business plan must have to be successful.
- How to write a vision statement that graphically describes any business in two sentences or less.
- How to create a mission statement that describes why your customers want to buy.
- How to design quantitative business and financial objectives that drive behavior and produce results.
- How to craft strategies that every speaker and consultant must have in their plan.

About Jim Horan:

Jim Horan is an experienced Fortune 500 financial executive, entrepreneur and a small business expert. In the past ten years, he has helped thousands of entrepreneurs and small business owners make their businesses profitable with sustainable cash flow. Jim has a unique ability to take complex situations and make them simple.

Jim knows the entrepreneurial path well. He started the CFO Consulting Group in 1990 after almost two decades in senior financial positions with Shaklee Corporation and Bayer Pharmaceuticals. As a senior financial executive and consultant his focus has always been on profitability and cash flow. However, he is fluent in all components of the business equation including sales, marketing, manufacturing, finance and accounting. Today CFO Consulting Group is a broad-based financial and business management consulting practice serving both startups and well-established companies throughout Northern California.

The One Page Business Plan Company is a division of the CFO Consulting Group and was established in 1998 to create a series of products to simplify the business of business with a particular emphasis on business planning products, workshops and consulting. The One Page Business Plan® product line is designed to serve entrepreneurs, small business owners and busy corporate professionals. The company's first products built around the concept of the highly innovative One Page Business Plan® have been received exceedingly well by the entire business community. *The One Page Business Plan®* is now in its second year of being in the top 2% of amazon.com best-selling titles. The One Page Business Plan® Workshop remains one of the best-attended and highest-ranked workshops offered through the SBA. The company recently introduced its first Web-based enterprise application, The One Page® Planning and Performance System.

Jim Horan is an experienced public speaker and talks frequently to national trade and professional organizations. His presentations, workshops and seminars are highly practical, filled with lots of useful information on building a profitable business and known for their high level of interactivity. Participants always leave with new practical tools and highly motivated.

www.onepagebusinessplan.com

SpeakerNet News Teleseminar
“The One Page Business Plan for Speakers and Consultants”
with Jim Horan
Interviewed by Rebecca Morgan, CSP, CMC

REBECCA: Jim Horan is our guest expert this afternoon. He is an experienced Fortune 500 financial executive, entrepreneur, and small-business expert. In the past ten years, he has helped thousands of entrepreneurs and small-business owners make their businesses profitable with sustainable cash flow. One of the reasons we invited him to be our expert today is he has the unique ability to take complex situations and make them simple and he knows the speaking, training, and consulting business.

Jim, we are happy to have you with us today. Personally, I am really excited about the opportunity to create a One Page Business Plan for myself having been in business for over 20 years and never done any business plans. I know that the rest of our listeners are anxious to hear your words of wisdom on this as well.

Some people said they've already put together a business plan. Others have never put together a business plan.

First, help us understand, what *is* a One Page Business Plan? How does it differ from multiple-page business plans and, frankly, why should we care?

JIM: The reason we should care, first and foremost, is that most of us need help turning our good intentions into good profitable business. It's very easy to wander. It's pretty difficult to stay focused and clear. That's why we want to do this.

What is a One Page Business Plan? A One Page Business Plan is a document that can capture the essence, literally, of any business. The way we construct One Page Business Plans is use a technique of keywords and short phrases. We don't use complex language. Typically, that gets in the way. It's a combination of being strategic as well as being tactical. We look to the future and yet we focus on what it is we have to do in the near future.

One-page plans also eliminate most of the reasons or excuses that you have for not having a good plan.

REBECCA: That's good.

How does this differ from a multiple-page business plan? Help us understand the concept.

JIM: The issue with the multiple-page plans and the typical plans, the corporate plans, the strategic plans that many of us grew up with in our professional careers, generally are written for audiences other than ourselves. Typically the strategic plan is written for a board of directors. The business plan is written to fund our company; therefore, we are writing it for an angel investor and/or we might be writing it for venture capitalists.

The business plan that you have just spent all that effort, time, and possibly money to write to get your company funded is absolutely worthless for running your business.

The traditional business plans are almost a storytelling document. We are trying to convince somebody or somebodies that we understand the industry or the market. We're trying to boast about the strength of our management team.