



# **(Company Name) Business Plan**

Business Name: (Company Name Here), Independent Consultant

Business Owner: (Name Here)

Created on: (Date)

## **Objective/Vision**

My vision/intention for my business is:

## **Long-Term Goal**

At the end of Year Five, I will have \_\_\_\_ people in my down line. They will generate \$\_\_\_\_\_ in annual sales, or an average of \$\_\_\_\_\_ per person. I will personally generate \$\_\_\_\_\_ in sales. I will receive \$\_\_\_\_\_ per year in commissions on my group's sales and \$\_\_\_\_\_ per year in commissions and income from my personal sales, for a total gross income of \$\_\_\_\_\_. My business

costs (inventory, marketing, etc.) will be \$\_\_\_\_\_. My net profit will be \$\_\_\_\_\_.

## **Annual Goals**

At the end of **Year Four**, I will have \_\_\_\_ people in my down line. They will generate \$\_\_\_\_\_ in annual sales, or an average of \$\_\_\_\_\_ per person. I will personally generate \$\_\_\_\_\_ in sales. I will receive \$\_\_\_\_\_ in commissions on my group's sales and \$\_\_\_\_\_ in commissions and income from my personal sales, for a total gross income of \$\_\_\_\_\_. My business costs (inventory, marketing, etc.) will be \$\_\_\_\_\_. My net profit will be \$\_\_\_\_\_.

At the end of **Year Three**, I will have \_\_\_\_ people in my downline. They will generate \$\_\_\_\_\_ in annual sales, or an average of \$\_\_\_\_\_ per person. I will personally generate \$\_\_\_\_\_ in sales. I will receive \$\_\_\_\_\_ in commissions on my group's sales and \$\_\_\_\_\_ in commissions and income from my personal sales, for a total gross income of \$\_\_\_\_\_. My business costs (inventory, marketing, etc.) will be \$\_\_\_\_\_. My net profit will be \$\_\_\_\_\_.

At the end of **Year Two**, I will have \_\_\_\_ people in my downline. They will generate \$\_\_\_\_\_ in annual sales, or an average of \$\_\_\_\_\_ per person. I will personally generate \$\_\_\_\_\_ in sales. I will receive \$\_\_\_\_\_ in commissions on my group's sales and

\$\_\_\_\_\_ in commissions and income from my personal sales, for a total gross income of \$\_\_\_\_\_. My business costs (inventory, marketing, etc.) will be \$\_\_\_\_\_. My net profit will be \$\_\_\_\_\_.

At the end of **Year One**, I will have \_\_\_\_ people in my downline. They will generate \$\_\_\_\_\_ in annual sales, or an average of \$\_\_\_\_\_ per person. I will personally generate \$\_\_\_\_\_ in sales. I will receive \$\_\_\_\_\_ in commissions on my group's sales and \$\_\_\_\_\_ in commissions and income from my personal sales, for a total gross income of \$\_\_\_\_\_. My business costs (inventory, marketing, etc.) will be \$\_\_\_\_\_. My net profit will be \$\_\_\_\_\_.

## **Monthly Goals**

- \* I will recruit \_\_\_\_ people each month.
- \* I will speak to at least \_\_\_\_ people about the business opportunity each month.
- \* I will sell \$\_\_\_\_\_ in product each month.
- \* I will sell to at least \_\_\_\_ customers each month.
- \* My group will sell at least \$\_\_\_\_\_ in product each month.
- \* I will conduct at least \_\_\_\_ parties or classes each month.
- \* I will employ the following tools for booking and recruiting each month:

---

---

---

## **Weekly Goals**

- \* I will recruit \_\_\_ people each week.
- \* I will speak to at least \_\_\_ people about the business opportunity each week.
- \* I will sell \$\_\_\_\_\_ in product each week.
- \* I will sell to at least \_\_\_ customers each week.
- \* My group will sell \$\_\_\_\_\_ in product each week.
- \* I will conduct at least \_\_\_ shows or parties each week.
- \* I will make \_\_\_\_\_ personal contacts for bookings this week.
- \* I will make \_\_\_\_\_ personal contacts for recruiting this week.

## **Daily Goals**

- \* I will speak to at least \_\_\_ people about the business opportunity each day.
- \* I will sell \$\_\_\_\_\_ in product each day.
- \* I will sell to at least \_\_\_ customers each day.

# Marketing and Advertising

These are the ways I will advertise my business on a consistent basis:

---

---

---

---

I will keep and maintain a computer and other necessary office equipment with adequate capabilities, storage, and speed to handle my business information and customer database. I will maintain adequate business supplies such as Order Forms, Recruit Brochures, and Catalogs. I will have an adequate method of storing and transporting my business supplies to shows.

## Money

### Start-Up Costs

Office Furniture and Equipment	\$_____	.00
Office Supplies	\$_____	.00
Other Resources	\$_____	.00
Miscellaneous Costs	\$_____	.00
<b>Total Start-Up Costs</b>	<b>\$_____</b>	<b><u>.00</u></b>

### **Monthly Expenses**

Office Supplies	\$_____	.00
Telephone	\$_____	.00
Travel	\$_____	.00
Advertising and Marketing	\$_____	.00
Web Site Hosting Fee	\$_____	.00
Newsletter Broadcast Fee	\$_____	.00
Miscellaneous Costs	\$_____	.00
<b>Total Monthly Expenses</b>	<b>\$_____</b>	<b>.00</b>

### **Annual Expenses**

Total Start-Up Budget	\$_____	.00
Total Monthly Budget x 11	\$_____	.00
<b>Total Year One Budget</b>	<b>\$_____</b>	<b>.00</b>