



# THE BUSINESS PLAN



## THE 5 LAWS OF STRATOSPHERIC SUCCESS

THE GO GIVER : BY BOB BURG AND JOHN DAVID MANN

**Law #1 The Law of Value** – Your true worth is determined by how much more you provide in value than you take in payment. Learn to identify what clients see as value that they will pay for.

**Law #2 The Law of Compensation** – Your income is determined by how many people you serve and how well you serve them.

**Law #3 The Law of Influence** – Your influence is determined by how abundantly you place other people's interests first.

**Law #4 The Law of Authenticity** – The most valuable gift you have to offer is yourself.

**Law #5 The Law of Receptivity** – The key to effective giving is to stay open to receiving.

## MARCH 23



### THE BUSINESS PLAN -AVIAO NETWORK

#### INTRO / STARTING YOUR BUSINESS PLAN +PIANCA FOUNDER-AVIAO NETWORK

Scratch the surface of the business you want to create. How can you turn your passion into a business or side hustle.

## APRIL 6



### FINANCIAL & TAX LITERACY -TRUTHFUL TAXES

#### MANAGE YOUR FINANCES & LEARN ABOUT YOUR TAXES +GUEST SPEAKER

Opening Bank Accounts, Saving Techniques, Investing options, Tax Preparation, Daily Budgeting and **TAX TIPS FROM A PROFESSIONAL.**

## APRIL 13



### REAL ESTATE AND TEAM BUILDING -ALLURE REALTY

#### THE BUSINESS OF REAL ESTATE AND HOW TO BUILD A SOLID TEAM +GUEST SPEAKER

Learn the how to use real estate to build a wealth and what to look for in first time home ownership. Tips from on how to build a solid team to help build your business for success.

## APRIL 27



### BRANDING & DESIGN BASICS -OPTION A

#### CONCEPTUALIZE YOUR BUSINESS +GUEST SPEAKER

Start thinking of your branding and finalize your business plan. E-mail addresses, social media accounts, etc.

## MAY 4



### MARKETING - BLUE BOY BOXING

#### MARKETING AND BRAND AWARENESS +GUEST SPEAKER

Plan and implement your ideas for marketing. social media, pod cast, youtube commercials, etc. Get creative

## MAY 11



### NETWORKING & MOTIVATING YOUR TEAM -DRO & JOCELYN

#### EXPAND YOUR REACH +GUEST SPEAKER

Networking is an important part to the success of any business. Learn networking skills that work. Learn how to be a LEADER with simple motivational tips to use amongst your peers.

## MAY 18



### BUSINESS LEGAL NEEDS -JORGE VASQUEZ

#### LEGAL NEEDS +GUEST SPEAKER (ATTORNEY)

Trademarking, copy writing, incorporating, contracts, certificates, and what else might be needed to run your business legally. Hear how an attorney from your community made it to where they are at.

## JUNE 1



### DIGITAL BUSINESS TOOLS - MARTY MEDINA

#### WEBSITE AND ONLINE TOOLS

Learn what free online resources are available to help grow your reach and your business at the same time. Websites, social media posts, flyers brochures, online shops and much more.

## JUNE 8



### BUSINESS LONGEVITY - GUEST SPEAKER

#### TIPS ON HOW TO MAKE YOUR BUSINESS LAST

Listen to business owners share their experience on how they kept their businesses thriving through all the changes happening in the community around them.

## JUNE 22



### GIVING BACK - HEELING SOLES

#### REFLECT, SHARE AND SUPPORT

Reflect and share everything you have learned and let's brain storm on more ideas for the next round. Guest speaker will take you on their journey to success. Learn how you can give back to your community.

WHY NOT CARE

125 YEARS  
HENRY STREET SETTLEMENT

# THE BUSINESS PLAN

## WHAT IS A BUSINESS PLAN?

A BUSINESS PLAN IS LIKE A ROADMAP. IT ALLOWS YOU TO PLAN OUT THE VARIOUS ASPECTS OF YOUR SUCCESS ON PAPER, AND KEEPS YOU FROM MAKING UNNECESSARY MISTAKES LATER ON.

**DON'T ASPIRE TO MAKE A LIVING, ASPIRE TO MAKE A DIFFERENCE.** DENZEL WASHINGTON

## HOW DO I START MY SUCCESS:

- MAKE THE CHOICE TO BE SUCCESSFUL
- BE CONSISTENT
- BELIEVE IN YOUR SUCCESS
- TRUST THE PROCESS
- INSPIRE, SERVE AND ENJOY THE JOURNEY
- LEARN, LEARN, LEARN

## START WITH THE WHY.... PROFIT IS A RESULT NOT A WHY SIMON SINEK

- 1 DECIDE ON A PASSION OR SKILL, YOUR GIFT!**
  - THE PASSION WILL KEEP YOU INVOLVED
  - THE SKILL WILL MAKE IT FEEL EASY
- 2 WHAT IS YOUR WHY**
  - WHAT IS YOUR STORY.
  - WHAT SEPERATES YOU FROM THE FIELD
- 3 BRANDING**
  - NAME, LOGO, COLORS
- 4 LEARN THE FIELD**
  - RESEARCH THE LANE YOU INTEND ON DRIVING IN.
  - WHAT WORKS AND WHAT DOESN'T AND WHY.
  - HOW CAN YOU DO IT BETTER.
- 5 HOW WILL YOU MARKET YOUR WHY**
  - BUILD A PROMOTIONAL PLAN:  
SOCIAL MEDIA, WEB SITE, POD CAST, YOUTUBE, ADS.
- 6 WHAT ARE YOUR GOALS?**
  - SHORT TERM- DAILY/WEEKLY/MONTHLY
  - MID TERM-ANNUALLY
  - LONG TERM-5 YEARS
  - SMALL ATTAINABLE GOALS TO GET MOTIVATED
- 7 WHO WILL YOU SERVE**
  - WHO IS YOUR MARKET?
  - AGE, GENDER, AREA
- 8 IS THERE A DEMAND**
  - DO PEOPLE WANT OR NEED WHAT YOU ARE OFFERING?
  - \*SERVE A NEED AND A DEMAND WILL ALWAYS BE THERE.
- 9 WHAT WILL KEEP YOU ON TRACK**
  - WHAT DO YOU NEED TO KEEP YOUR SUCCESS FLOWING?
  - WHAT ARE YOUR COSTS: LEGAL, PRODUCT, SPACE, TOOLS, SUPPLIES.....
  - LEGAL NEEDS? LLC, INC., CO., S CORP, C CORP, LICENSES, CERTIFICATIONS....
- 10 STAY CONSISTENT**
  - TRUST THE PROCESS
  - UNDERSTAND THAT THINGS TAKE TIME
  - BE EAGER TO LEARN

### BOOK RECOMENDATIONS:

**THE GO GIVER** : BY BOB BURG AND JOHN DAVID MANN

**REWORK** : BY JASON FRIED AND DAVID HEINEMEIER HANSSON

**SIDE HUSTLE** : BY CHRIS GUILLEBEAU

### WEB SITE RECOMENDATIONS:

**WWW.TED.COM**: LEARN AND BE INSPIRED

**WWW.ONETONLINE.ORG**: NOT SURE WHAT YOU WANT TO DO, THIS SITE CAN HELP YOU NARROW IT DOWN.

**THE NAME OF MY BUSINESS.**

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**MY AMAZING IDEA.** WHAT I WANT TO DO, HOW I WILL DO IT AND WHY WILL I DO IT.

*WHAT*

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*HOW*

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*WHY*

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**WHO ARE MY CUSTOMERS?**

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**WHAT ARE MY GOALS?**

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**HOW WILL I MARKET THIS?**

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# SUNDAY

I AM POWERFUL

GOALS FOR THE DAY

WHAT AM I GREATFUL FOR

WHAT MADE TODAY SUCCESSFUL

# MONDAY

I GOT THIS!

GOALS FOR THE DAY

WHAT AM I GREATFUL FOR

WHAT MADE TODAY SUCCESSFUL

# TUESDAY

I CHOOSE TO WIN

GOALS FOR THE DAY

WHAT AM I GREATFUL FOR

WHAT MADE TODAY SUCCESSFUL

# WEDNESDAY

ONE LIFE TO LIVE

GOALS FOR THE DAY

WHAT AM I GREATFUL FOR

WHAT MADE TODAY SUCCESSFUL

# THURSDAY

I BELIEVE IN ME

GOALS FOR THE DAY

WHAT AM I GREATFUL FOR

WHAT MADE TODAY SUCCESSFUL

# FRIDAY

SUCCESS IS IN MY REACH

GOALS FOR THE DAY

WHAT AM I GREATFUL FOR

WHAT MADE TODAY SUCCESSFUL