

Unlock Your Business's Potential

A Guide to Crafting
Your Path to Success

Developed by Jenni Walke

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Success in business begins with a vision, but it becomes a reality through meticulous planning and relentless execution.

- Jenni Walke



Welcome, visionary thinkers and creators!

Whether you're an entrepreneur ready to disrupt the market, a small business owner set on growth, an innovator with a groundbreaking idea, or a hobbyist turning passion into a livelihood, this guide is your compass, designed to show you the path from concept to reality, helping you craft a business plan that not only outlines your vision but propels you towards achieving it.



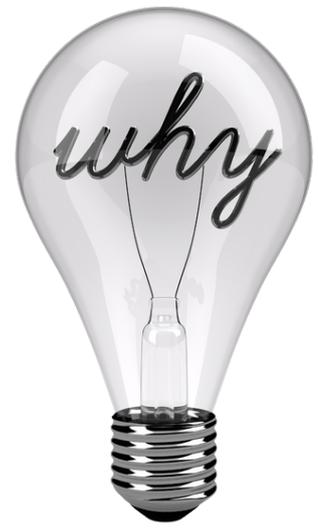
Creating a business plan is much more than a formal exercise; it's a powerful tool for clarity, direction, and inspiration.

It's about laying the foundations of your empire, whether you're just starting or ready to take your business to new heights. In the next few pages, we will dive into the core elements that make up your blueprint for success. From understanding your market and defining your unique value proposition to mapping out your financial blueprint and growth strategies.

This guide is tailored for the bold and the passionate—the unicorns among us who dare to dream big and are ready to make a significant impact. We know you're not just building a business; you're creating a legacy that does good for the world through innovative products, services, or the way you work.

So, let's get started. With each page, you'll find insights and strategies that align with your ambition to create, transform, and build momentum. **Remember, your journey is unique**, and this guide is here to support you in navigating it with confidence, creativity, and a clear vision.

Your empire awaits. Let's build it together.



Why Do You Need a Business Plan?

A business plan is your compass, your roadmap to success; but, it doesn't have to be complicated! The key is writing a successful business plan is capturing the key elements of your business, the levers, that influence your success.

There are six core reasons why you need a business plan.



6 reasons why you need a business plan.



1. Define Your Business's Direction

A business plan serves as your roadmap. It helps you define where you're going and how to get there. Without a clear direction, you risk drifting aimlessly, making it challenging to achieve your goals.



2. Secure Funding or Investment

Whether you're starting a new venture or expanding your business, investors and lenders want to see a well-thought-out plan. A comprehensive business plan not only instills confidence by demonstrating that you've considered the risks and rewards and have a strategy in place.



3. Set Goals and Track Progress

Your business plan is your compass. It's where you set goals that give you a clear sense of purpose and allow you to measure your progress along the way.



4. Alignment and Focus

A business plan keeps everyone on the same page. It aligns your team with the company's mission, vision, and objectives. This fosters a sense of unity and ensures that every member works towards common goals.



5. Adapt to Changing Conditions:

A business plan isn't set in stone; it's a dynamic document. As circumstances evolve, you can adapt your plan to stay competitive and responsive to market shifts. Without a plan, you may be slow to react or miss out on opportunities.



6. Accountability and Responsibility

Your business plan clarifies who does what and by when. This ensures that tasks are completed on time and that everyone understands their contribution to the company's success.

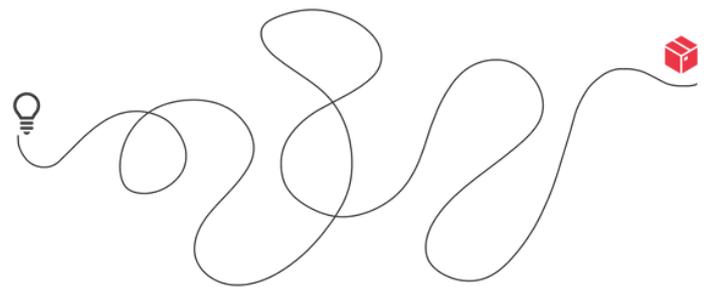


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Creating your business canvas.

Combining elements of the lean business canvas and the business model canvas we will show you how to create a plan that can be used by businesses at any stage, including established companies.

This framework will provide you with a broader overview of your business, focusing on understanding the problem you are trying to solve and how different parts of the business work together, supporting you create impactful and agile businesses.

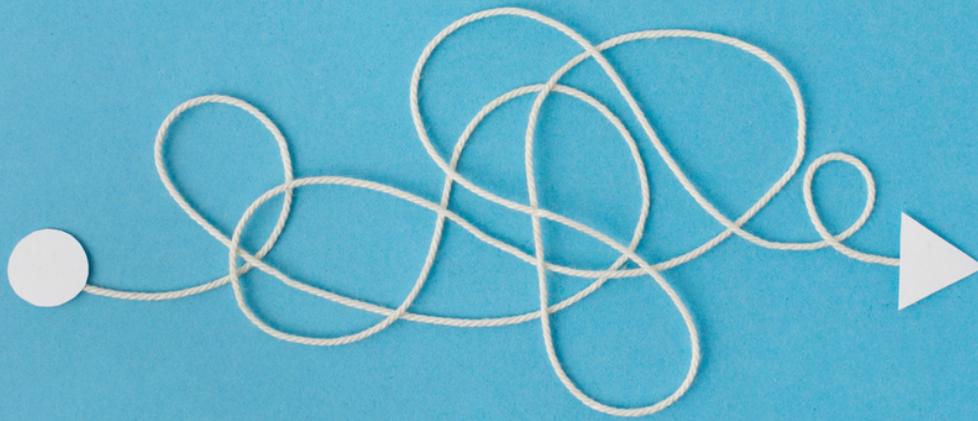


Your business plan will help define your business idea in detail, offering clarity on what you want to achieve and how you plan to do it. It's about setting clear goals and establishing a roadmap to reach them, ensuring everyone involved knows the direction.

The following framework is broken into three core segments:

- The first asks you to **consider what you are selling and to whom**. This includes the problem you are solving, the products or services you offer, and your customers.
- The second looks at **how you will connect your customers to your products or services** and how you deliver them.
- The last piece of the business plan puzzle is often the most daunting. Why? Because it's **about the money!** That is, what it costs you to deliver your offer, connect with your clients, and run your business. When you get to this section, we have added a bonus piece to help reframe how you view the financial elements and transform them from daunting obstacles into empowering tools!





Step 1: What problem does your business solve?

We begin by identifying the **top problems your business aims to solve**. This is crucial for ensuring your business is focused on addressing real needs.

Think about what problems are people facing that your product or service solves. Remember, these could be tangible (like time or money) or intangible (like stress, overwhelm, convenience).

List the top 3 frustrations.



Step 2: Who are your customers?

Understanding who your customers are **helps to tailor your solutions** to the specific groups that will benefit most from your offerings. Think about what they want, their needs, preferences, and pain points.

List the characteristics of your customers below.



Step 3: What solution does your business provide?

The products or services you offer should seek to **solve your customers' identified problems**. Think more than just **WHAT** you offer; consider **HOW** you offer it.

For example, a coach who offers business advice may also help to reduce overwhelm and stress, and build confidence. So the **SOLUTION** may be a package of coaching that provides her clients access to six coaching sessions via an on-demand booking link.

List your solutions below...



Step 4: What makes you Unique?

Next, you want to define your Unique Value Proposition (UVP). Your UVP is what makes you, your solutions, and your business stand out.

It's all about defining the compelling reasons why customers should choose you over others. Think, how will you turn a prospect into an interested customer?

Create a clear and compelling one-liner message you want to send across.



Step 5: How will you connect with your ideal customer?

Earlier, I asked you to consider WHO your customers were, now it's time to consider HOW you will reach them.

Where do they hang out, consume information, or make their purchases? Are they online, monitoring their emails, or prefer face-to-face contact? We call these your marketing or sales channels. **A smart mix of channels ensures your solutions are accessible to those who need them.**

List your channels below...



Step 6: How will you sell your product or service?

Now that you have defined what you are selling, who you are selling to, AND where to find your customers, it's time to identify how your business will make money - we call these your **revenue streams**. These can include direct sales, subscriptions, or other models that align with your impact goals.



Step 7: The numbers that matter most.

Two key aspects of business finances that are important to be across are:

- what will it cost you to deliver your products and run your business, and
- your revenue sources.

7A - Cost Structures

Here, consider the costs involved in running your business. While this seems pretty straightforward, it is important to consider ALL aspects of your business operations, from the cost of developing your products to the cost of delivering them (including your business systems like Canva and Zoom subscriptions, Calend.ly, or Microsoft Office).

Be sure to break down your costs into:

- **Operational** (e.g., day-to-day expenses to run the business, including marketing, wages, electricity, etc) and
- **Delivery** (the costs associated with delivering your product or service, e.g., the software you use for your subscriptions, your time, venue hire, and so on.)



7B. Revenue Sources

Now that you know what your solution is, who you are selling it to, and what it will cost you to deliver, it's time to consider how you will generate income. Here, consider the pricing model will you use for your core business:

- Cost per unit
- Subscription or membership
- Retainer
- Hourly rate
- Projects?
- *Are there other revenue sources, such as affiliate fees you can generate?*

List below:

- the price you will charge for your goods and/or services,
- what you will charge, and your expected/desired sales, and
- estimate your total revenues.

NB: If you have a retail store/wholesale, there is no need to list every product; estimate likely sales with an average price to identify your total.



Step 8: What will success look like?

The final step in your business planning is to define the indicators of your business's success. These metrics help you track progress and pivot when necessary.

List your revenue, sales or customer goals (\$\$ revenue, % growth in sales)

How you will track and measure success (market penetration, social media followers, # customers).

What people say about Empire Builders

Jenni instantly made me feel comfortable. To be able to sit with strangers, admit to my fears and discuss my hopes and goals is a credit to her if nothing more than simply as a beautiful human. As a lawyer and a business owner everyone thinks that I must have all of my ducks in a row but as the saying goes, contrary to popular belief my ducks

ELLIOT WHIELDON

Elizabeth Elenor recommends Jenni Walke - Elephant in the Room Consulting. June 15, 2021

I love the clarity I get from working with Jenni. I've been in her Content Collective program and just about to up level. This is one woman that under promises and definitely over delivers. I've seen my influence on SM increase and the support on my systems has been amazing. Highly recommend Jenni and her team if your struggling with any sort of business strategies.

1 Like 1 comment

Kylie Mowbray-Allen recommends Jenni Walke - Elephant in the Room Consulting. August 1, 2022

I've been working with Jenni Walke, at Elephant In The Room Consulting - for over three years now ... and will continue to do so because it's an integral part of my business growth. I've attended her group coaching, her business retreat, and her one-on-one's continue to be a game changer for me. We also collaborate weekly in a live-webinar-come-podcast every Friday - bite-size conversations - which I also take gold nuggets away from each week! Jenni Walke and her team are incre... See more

You and 1 other 1 comment Page responded privately

Problem

What problems are people facing? List their top 3 frustrations.

Existing Alternatives

How are these problems solved today? This can be a direct competitor to what you are offering or the existing ways people are employing to address their problems.

Solution

How will you solve these problems? Write down a solution for each problem.

Unique Value Proposition

How will you turn an unaware visitor into an interested customer? Create a clear and compelling one-liner message you want to send across.

Key Metrics

How will you measure the success of your product or service? List the key metrics.

Channels

How will you reach your target consumers? Direct marketing, social media, ads, partnerships — identify the effective ways to reach them.

Customer Segments

Who are you target customers and segments?

Cost Structure

What are the fixed and variable costs to launch your product or service? Consider the cost at each stage from setting up a website, hiring employees, production, marketing, and bringing them to consumers.

Revenue Streams

What money sources will grow your money? How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.

Its time to build your empire...

Building a business empire is not just about profitability, it's also about sustainability and impact. When your business fuels your mission and aligns with your purpose, it enables you to reach more people, solve more problems, and make a greater difference.

Thanks again for downloading our business planning guide. We hope it has helped you gain clarity in your business!

Remember...

*Your business plan is your blueprint for success.
It's a powerful tool that empowers you to
navigate the challenges and seize the
opportunities in the world of entrepreneurship.*

If you would like to learn more about how we help build empires, check out our Empire Builders Mastermind, or book a 1:1 chat with Jenni.

[Book a chat now](#)



Looking for support to build your business?

JOIN THE
**EMPIRE BUILDERS
MASTERMIND**

Empire Builders is a THREE DAY immersive program to help business owners, empire builders, side hustlers, and entrepreneurs to level up their businesses and create the future of their dreams.

Step away from the daily distractions, and take time to work on yourself and your business, share ideas, and get clear on your priorities. **Gain clarity, and focus, and develop a plan to grow your business.**

The Empire Builders Mastermind includes...

- 3 days of group and 1:1 coaching with Jenni
- Comprehensive workbook, resources and tools to support your journey
- 1:1 strategy session to gain clarity on your business goals
- Group coaching sessions
- 2 nights of Luxury accommodation and amazing food are included!



Learn more at elephantintheroomau.com/empirebuilders
or email jenni@eitrc consulting.com to book a 1:1 chat!

ABOUT THE AUTHOR

Jenni Walke

*Author, Speaker,
Coach, Facilitator.*



Jenni Walke is the Founder and Managing Director of Elephant in the Room™ consulting. As a seasoned business advisor, Jenni has helped businesses launch, grow, and succeed in today's competitive landscape. With a deep understanding of the challenges facing new businesses, she's committed to providing the support and guidance needed to turn entrepreneurial visions into reality.

Jenni works with businesses and leaders to understand how they work, develop strategies to solve complex problems through new and innovative solutions and develop processes and programs that enable them to serve their clients or organisation better.

*“Building a business is not
just about what you do, but
the impact you create.”*



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Elephant in the Room Consulting Pty Ltd
ACN/ABN 79 620 818 135
PO Box 589 Morningside, QLD 4170
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