

BIZ *Diva*™



TOOL KIT

A THOUGHT PROVOKING
GUIDE TO JUMPSTART
YOUR BUSINESS

If you don't do anything different, nothing different is likely to happen.

Let's assume you're reading this booklet because you're interested in change. You know there are parts of your business that aren't going as well as they could be, and you long for clarity, direction, and support. Perhaps you have long recognized this need or maybe it's just recently occurred to you. Either way, the concepts you'll learn here will bring you a fresh and exciting perspective on the power you have to make your business as successful as you want it to be.

Each section of this booklet offers an overview of interrelated easy-to-apply business development tools that, when put to use, will help you move your business forward, faster. We've posed questions relative to your business and your professional goals, and you'll be surprised and inspired by what happens when you take time to answer those questions honestly and look at your business within the context of the bigger picture. Doors will open, and you'll be considering your situation from a new point of view.

THE BIZ DIVA'S TOOL KIT IS DESIGNED TO OFFER THE FOLLOWING:

- Wisdom to understand that with specific actions you can immediately improve your business outlook
- Demystification of the planning process
- Overview of the One Page Business Plan®
- Introduction to Sales and Marketing Now!™
- Consideration of the impact “mastering your workflow” will have on your business
- Bring you up close to the financial picture of your business
- Outline the options for getting the guidance, help, and support you need

BEGIN YOUR JOURNEY WITH THIS THOUGHT:

If you think of all the planning you do to navigate your way through life—vacation plans, investing, learning your way around a new town, education, growing a family—you don't leave those things up to chance and circumstance. So why would your business be the one area you'd not apply the tools and knowledge at your disposal? To create a roadmap for your business will be the single most effective move you can make.



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ONE PAGE BUSINESS PLAN®

Step 1: Live in the moment – but plan for the future

“Startling statistics reveal that 50 percent of small businesses won’t survive their first three years of operation. The single most important element that determines the success or failure of a small business is not developing a long-range business plan. Owners need to plan where they want to be in five years, both for their families and their businesses.” *Improving the Health of Your Business*, Nolo Press.

The One Page Business Plan® provides entrepreneurs and small business owners with a foundation for conscious business planning, which results in growth and profitability.

Most business owners are overwhelmed, understaffed, and suffer from a lack of resources (money, capacity, time). The One Page Business Plan® provides the opportunity to take advantage of the assets you have and outlines how to use them in the most beneficial way.

You’ll get the planning out of your head, off random napkins, Post-it® notes, and backs of envelopes and into a condensed format that will help you build your business in a conscious, determined way. It’s a true “business changing” experience!

You will chart your path and your progress, adjust what isn’t working as you go, and experience empowerment while navigating the course to success. All this on one page!

Write out your answers to the questions in this (and every) section. This will help you be specific in your responses and give you something to refer back to when you are ready to take the next step.

1) WHAT WILL MY BUSINESS LOOK LIKE IN 3-5 YEARS?

2) WHAT DO I WANT TO BE KNOWN FOR?

3) WHAT DO I NEED IN MY BUSINESS TO BE SUCCESSFUL OVER TIME?

4) WHAT DIFFERENTIATES MY BUSINESS FROM MY COMPETITORS?

5) WHAT MAJOR BUSINESS BUILDING PROJECTS DO I NEED TO GET DONE IN THE COMING YEAR?



MASTERING WORKFLOW

Step 2: Making time work for you

We spend a lot of time each day thinking about all the information we might or might not need to get through the day. When your computer runs low on memory, you can just add more. Sad to say, you can't do that with your brain. So it is not only important, but also critical, that you get the information you recycle over and over out of your mind and into a system you can access at anytime.

There is a system that provides you with a central location to manage your business, your family time, your hobbies, and your social life (yes, you should have one!). Sound good? It can be done.

- Mastering Workflow is an ongoing opportunity to gain focus, accomplish more, streamline work processes, and create greater team effectiveness
- It begins with the commitment to change
- It enables you to stay focused and be quick on your feet
- You'll get things done and not have constant weight on your shoulders
- You'll maximize your time and energy with productive results

Mastering your workflow requires your willingness to take action, commit to change, and incorporate a new practice into your daily life.

1) HOW DO YOU MEASURE ACCOUNTABILITY?

2) LIST THREE THINGS THAT YOU WOULD BE DOING DIFFERENTLY IF YOU WERE SUCCESSFULLY "MANAGING YOUR TIME."

3) LIST YOUR CURRENT SYSTEM(S) FOR MANAGING WORKFLOW.

4) HOW MANY TIMES A DAY DO YOU DELEGATE A TASK OR A PROJECT TO SOMEONE ELSE?

5) ARE YOU WILLING TO CHANGE WHAT YOU'RE CURRENTLY DOING? IF SO, WHY?



FINANCIAL LITERACY: 3 KEY BASICS

Step 3: So what are you, an Ostrich or a Giraffe?

Is your head buried in the sand when it comes to the day-to-day financial operations of your business? Or do you rise above and see the big picture?

Do you know if your business is profitable? Are you charging the right price for your products or services? Do you know how much it costs you to keep your business open every day, regardless of how much you sell?

“Ignorance is bliss” is the motto of many entrepreneurs and small business owners who live in fear of knowing the financial details of their business. But that can quickly turn the motto into “Ignorance is the root of all pain and suffering.”

You cannot make good decisions about any part of your business if you don’t know where you stand financially. To do so, you *must* do three things:

- 1) Understand and review your financial statements
- 2) Monitor your cash flow
- 3) Create a budget for the coming year

Projecting and planning will make the difference, not only between success and failure, but also between running your business or having your business run you.

If I tell you that getting comfortable with financial knowledge will allow you to be more successful, lighter on your feet, ready for anything, and, most importantly, that it’s easier than you think, would you consider taking the steps to bring your head out of the sand and into “the light”?

Whether your financial situation is better or worse than you imagine, not knowing will not serve you. Whatever it takes, consider bringing yourself closer to success by knowing where your business stands.

1) DO YOU KNOW THE FIXED OVERHEAD COSTS FOR RUNNING YOUR BUSINESS? (EXPENSES THAT YOU PAY EVERY MONTH EVEN IF YOU DON’T MAKE A SINGLE SALE)

2) DO YOU HAVE AN ACCOUNTING SYSTEM? IF SO, WHAT IS IT? (QUICKBOOKS, EXCEL SPREADSHEET, BOX WITH RECEIPTS IN IT, ETC.)

3) DO YOU HAVE MONTHLY FINANCIAL STATEMENTS AND IF SO, DO YOU KNOW HOW TO READ THEM?

4) DO YOU USE A BUDGET?

5) IS YOUR BUSINESS PROFITABLE?

SALES & MARKETING NOW!™

Step 4: From sizzle to sales

Sales are all about the money. Marketing is all about creating interest. They are the yin and yang of a successful business. Marketing is preparing the soil for planting, sales are the harvest.

Marketing is handing out your business card at a networking meeting or giving your 30-second elevator pitch; selling is following up with someone who gave you his or her business card or whose elevator pitch showed they are a good match for what you sell.

A Marketing Plan outlines the range of marketing activities that need to be conceived and executed to support the sales growth of your business.

A Sales Plan outlines the range of sales activities that need to be executed in order to reach those sales goals.

Building on the same principles as the One Page Business Plan®, Sales and Marketing Now!™ focuses on your capacity—the container that holds your time, energy, and money. By matching your needs with your capabilities, you can proceed with where to market and how to sell. Your plan separates the marketing strategy from the selling effort, so both pieces get their due. Once this plan is created, you will be out of the theoretical “what if” and into the reality of taking tangible steps to achieve your goals.

1) HOW MANY HOURS PER MONTH WILL YOU AND/OR YOUR TEAM DEDICATE TO SELLING?

2) HOW MUCH MONEY PER MONTH WILL YOU DELEGATE TO MARKETING?

3) HOW DO YOU TRACK THE RESULTS OF YOUR MARKETING AND SALES EFFORTS?

Thanks to marketing maven Maureen Lomasney and sales guru Polly Lemire for educating me in the fine art of sales and marketing.

MARKETING

Getting the word out requires knowing what the word is.

A successful Marketing Plan outlines the actions you'll take and the collateral you'll develop to interest customers in buying your products or using your services. A good marketing plan identifies the range of activities necessary to achieve your sales goals. It will include the following:

- Your company's image and personality
- Your products and/or services
- A description of your target customer
- Your unique selling proposition
- Your pricing strategy
- Your sales plan
- Distribution channels through which your products/services will be made available
- Your industry category (retail, manufacturing, consulting, etc.)
- Your company identity—market leader, follower, challenger, or niche player
- Spending strategy using advertising and promotion
- Communication selling points that convey the unique characteristics of your products or services

1) WHAT MARKETING ACTIVITIES OFFER YOUR COMPANY THE GREATEST OPPORTUNITY FOR SUCCESS? (PRINT ADVERTISING, NETWORKING, DIRECT MAIL, ETC.)

2) DO YOU HAVE MARKETING COLLATERAL? DO YOU HAVE A LOGO?

3) HOW WOULD YOU CREATE A MARKETING BUZZ?

4) HOW MUCH MONEY, TIME AND CREATIVITY WILL YOU COMMIT TO YOUR MARKETING PLAN IN THE COMING YEAR?

SALES

Turn prospects into profitable relationships

The sales process begins once a prospect has responded to a marketing message or initial contact by you or a member of your sales team. A successful sales plan targets realistic sales goals that are based on past history and are achieved by focusing on the activity levels needed to deliver the desired results. An excellent Sales Took Kit will contain some or all of the following:

- A contact management system
- Lead generation (networking, direct mail response, cold calls, telemarketing, referrals)
- Support materials for first appointments
- Presentation materials
- Initial involvement offer
- Special promotions/advertising
- Website shopping cart
- Trade Shows
- On-going system to market to prospects who did not respond to first contact
- Daily and weekly goals for new contacts, presentations, follow up calls, and business sold

(NOTE: I consider business cards, brochures, branding and advertising to fall under "marketing")

1) HOW DO YOU BEST SELL YOUR PRODUCT OR SERVICE?

2) HOW DO YOU CONVERT LEADS TO SALES?

3) DO YOU HAVE A CONTACT MANAGEMENT SYSTEM, SUCH AS ACT? IF SO, WHAT DO YOU USE? IF NOT, HOW DO YOU MANAGE YOUR CLIENT LIST?

THE MANY WAYS THE BUSINESS DIVA™ CAN HELP YOU

Haven't you waited long enough to get your business in shape?

COMPLIMENTARY CONSULT

Call or email to set up your initial 30 minute consult, free of charge! Talk with the Business Diva™ to learn about business development and how it will benefit you.

WOMEN BUILDING BUSINESS™

A One Page Business Plan® Group, especially for women.

If you need a plan (and a one page plan at that!) and want accountability to implement your plan, you'll find this exciting business development group made up of six to eight female business owners/entrepreneurs to be the perfect match. Experience the value of receiving group support, one-on-one coaching and business expertise; you'll find it results in both growth and success for you and your business. Cost includes class time, three individual sessions, accountability, and development of your One Page Business Plan®.

MOVE FORWARD FASTER™

A One Page Business Plan® Group, for men and women. The same content and deliverables as Women Building Business™, but tailored to a co-ed group.

SALES AND MARKETING NOW!™

Create your annual sales and marketing plan using the concise one page protocol and prepare the perfect marketing program to drive your sales goals for the coming year. Entry into this group requires completion of your One Page Business Plan®.

FINANCIAL LITERACY: THREE KEY BASICS™

Understanding your financial statements, monitoring cash flow, and developing a budget will change the way you do business! These are three fundamental components to business health and often the most overlooked. The group format enriches the learning experience and you emerge with the proven empowerment that financial literacy provides.

MASTERING WORKFLOW

This course is designed to change how you handle workflow and replace your existing habits with a demonstrated method for success.

BIZ DIVAS™

A monthly meeting that is modeled after the original women's group that has been in existence since October 2003. The structure of the group provides each participant with in-depth brainstorming and problem-solving sessions. You will leave each meeting having set your intention and commitment to take at least one action between meetings and will report back the following month.

BUSINESS DIVA™ BUZZ

“Cynthia has talent, experience, and a lot of good sense. Any company will be fortunate to have her on their team!”

– *Donatella Levintow, VP of Lending, Sonoma National Bank*

“I feel I have a clear financial picture for the first time ever!!”

– *Beryl Ryan, Calistoga Oasis Spa*

“The OPBP format worked well for me—it was simultaneously short and sweet and very meaty. No fluff. The process was methodical and organized with a clear beginning, middle and end. Our one-on-one consultations exceeded my expectations. They were insightful and highly educational.”

– *Deborah Brandt, Homestone*

“Thank you for your patience and for your perfect guidance. I appreciate you and the many talents that I have been fortunate to witness and utilize. This all feels just right to me, and I hope I will keep moving forward like a true Biz Diva.”

– *Francine Krause, Prima Bella*

“Cynthia provided me with invaluable advice on how to improve my business profitability. Given my list of reasons why I could not make it work, she cut to the chase and called my attention to the psychological barriers that I had put in place. Cynthia has a way of seeing through a complex issue to the core and solving seemingly irresolvable dilemmas.”

– *Cris Eggers, Communique Sign Language Interpreting*