

Write Your Top-Notch Business Plan™

The Top-Notch CEO Business Plan contains the essentials you need to operate and grow your business, yet it is concise (1-3 pages at most).

You will see: It is easier than you think. Furthermore, you get to earn awesome Top-Notch CEO Badges for your progress! Yes, we are going to have FUN along the way.

Step 1: Draft Your Vision

Ask yourself:

- What do you envision for your company in the future?
- What is your journey?
- What do you see as possible (even if others think you might be nuts)?

Think of the big picture first. For example:

- Columbus's vision was to reach the Indies by sailing west.
- Top-Notch CEO's vision is to improve the world via enabling smart, high-talented visionaries, innovators and professionals to transform their talent into wealth and via building a global tribe, a Top-Notch CEO Academy, Visiting CEO services, etc.

What is your vision?

Then start to envision this in more detail – most of all it is for you. For example, your vision statement might address these questions:

- What problems are you solving for whom?
- What revenues do you envision by when?
- Is your company local, domestic or international?
- Reread and consider tip 16.
- If you like, you can incorporate personal aspects of your life as well. For example, what kind of legacy do you want to create?

Draft your vision statement in more detail:



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Copy your refined vision statement into the Top-Notch CEO Business plan™.

Step 1 is done! Yeah! Congrats. You have earned the Top-Notch CEO VISION badge!

Step 2: Draft Your Mission:

Ask Yourself:

- What is the purpose of my business?
- Why will customers buy this product or service?

Great mission statements are short and memorable. Reread and consider tip 15.

You are creating the compass for guiding your business, and for deciding what is on track, a distraction, a high or low priority etc.

Draft your mission statement. Don't worry if it is longer than eight words for now. You can go back and shorten it. We will help you hone it. 😊

Now, look at it. Discuss it with your peers. Does it make sense to them, too/ do they know what your business' purpose is? Make whichever tweaks that you feel you need to do.

Now, copy your refined mission statement into the Top-Notch CEO Business plan™.

Step 2 is done! Yippee! Congratulations! You have earned the Top-Notch CEO MISSION badge!

Step 3: Your Personal Purpose:

Wow, look at you... you are moving forward with warp speed. 😊 Now let's think about your personal purpose.

Ask Yourself:

- WHY do I feel compelled to put my life's energy into this mission?

For example:



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A CPA realized his personal purpose: As a child, he had witnessed the IRS taking assets from a family because the family owed money to the IRS. As a result, the family suffered greatly. He decided to become a CPA, with the idea to protect his clients from the IRS.

Some years later, he had an established CPA firm. To the outside world, he and his partner appeared to be very similar to most CPAs; doing taxes and taking care of accounting. Reflecting back on the personal purpose that got him to elect this profession in the first place, he decided to focus on the niche of tax resolution. He still does regular taxes and accounting, too – yet, his primary positioning (his “riche niche” which we will discuss in further detail shortly) is tax resolution.

What is your personal purpose?

What’s next? You guessed it: Copy your statement of personal purpose into the Top-Notch CEO Business plan.™ Are you a Top-Notch CEO or what?! :-)

Step 3 is done! Yippee! Congratulations! You have earned the Top-Notch CEO PERSONAL PURPOSE badge!

Step 4: Congruency Check

Before we press on to establish and write down your overall business objectives, let’s pause just for a moment to reflect.

Ask Yourself:

- Are my personal purpose and my mission statements aligned?
- Are they congruent?

If yes, wonderful! In that case, move on to the next step.

If not (or not fully), let’s talk a little more: Some of the time, you might embark on a business mostly because you need to increase your income. Yet, the activity is either

- a) Not fully aligned with your personal purpose or
- b) Worse, perhaps even somewhat dreadful to you, or,
- c) Simply a means to an end (such as, raise some money now so I can do something that is more fulfilling to me).

It is important for you to recognize which situation it is for you.



You might think that a particular skill you have can be useful to others and can be easier to market than something you much rather would do.

Ask yourself:

- To what extent is this true or merely a belief I hold? What results could I get if I decided to change this belief?
- How much time and/or energy am I willing to invest in this activity/mission, which presumably is easier to market than what I really want to do?
- What specifically is your goal (for example, how many packages of your envisioned service or product do you plan to raise \$xyz so you can do what you really want to do?)
- To what extent (on a 1-10 scale where 10 =extremely true; 1 = not true at all) is it true that this activity or mission is actually either
 - a) A result of a limiting belief, Your number is _____
 - b) A stepping stone (i.e., one of several strategies)? Your number is: _____

What is your conclusion? Here are some possibilities for you to consider (yet come up with your own!)

- I need to change my belief that (fill in)

to a more empowering belief that

- I think this really is a good stepping-stone. I realize that it is a stepping-stone, which fits into a bigger picture. I have the courage to (or I am committed to developing it) to define the bigger picture in my vision and mission statements to get alignment and congruency with my personal purpose. I decide to work on my overall strategy whereby what I've written down so far is just one piece of the puzzle. It is important to think about this now and develop more of the overall strategy now so I don't get stuck in the small picture. (We will cover this aspect further during our coaching session).
- Fill in your own version in your own words:

Depending on your conclusion, you may now revise your vision and mission statements to be more fully aligned. You may even decide, to write several mission statements, namely, one for the piece you feel you



want to focus on for the time being and one that is aligned more with your overall big picture and personal purpose. You can do so in the Top-Notch Business Plan. Do this now, please, while the discussion is fresh.

Now, this one might or might not have been easy. Congratulations! **You have completed step 4! Yippee! Congratulations! You have earned the Top-Notch CEO CONGRUENCY badge!**

Step 5: Set Your Overall Objectives

Ask Yourself:

- What are my overall objectives?
- By when do I want to achieve what?

Use the SMARTER goal setting method (tip 20).

These overall objectives are bigger goals. For example:

- Goals related to revenue and/or profit by a certain date
- Goals pertaining to the impact of your work
- Goals pertaining to your life quality
- Goals pertaining to the legacy you are committed to achieving

You can chose your own time horizon. Some of the goals may be 3 months out, some 1 year, some 3 or 5 years. This is not the place in the Top-Notch CEO Business Plan to put down chunked down action steps (we will do that shortly; don't worry). This is the place to define the bigger goals; the bigger picture of the outcomes you want to create. Also, don't quite worry yet about HOW this will happen. (That comes next.)

My overall objectives are:

Copy these into the "Overall Objectives" section of the Top-Notch CEO Business Plan.

Voila! There you are! You have completed step 5! Yippee! Congratulations! You have earned the Top-Notch CEO OBJECTIVES badge!



Step 6: Define Your Strategies

In the previous step, you have defined what overall objectives you are pursuing and by when.

Now ask yourself:

- How will I achieve these objectives?
- Which strategies do I need to employ to get there?

Here are some examples of strategies you might consider (don't succumb to the temptation to employ them all at once!) ☺

- Branding
- Marketing (online, offline, joint marketing, affiliate programs, etc. - be specific)
- Networking
- Distribution channel/s
- Sales
- Referral program (incentives, method of asking for referrals, tribe of referrers)
- Team building (partner, contractors, employees, joint ventures, alliances)
- Work elimination
- Work delegation
- Product development
- Intellectual property
- Legal protection
- Knowledge/ skill development
- Team development/training
- Capital raising
- Time management
- Quality control
- Systems
- Company culture
- Equipment
- 80/20 customer
- Customer service
- Work environment

Consider reverse engineering your goals (tip 21) to make sure your strategies make sense.

For example:

If you say, you want to earn an annual revenue of \$500,000 break down into how much of what you need to sell to earn this money. Is your strategy of reaching these sales aligned with the goal? Can you picture at least approximately how you will get there?

By the way, in reverse engineering, it is better/ more accurate

- to make many assumptions – they may all be somewhat wrong but likely cancel each other out to some degree giving an overall more accurate estimate
- than to make one big assumption. For example: “We will get 5% of the total available market of \$1 trillion, hence our revenue will be \$50 million.” – that is likely to be wrong and there is no error cancellation when you only make one assumption.



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Also, if you make multiple assumptions you have better metrics with which to track your progress.

Thinking through which strategies you will use, and picturing in your mind and then on paper how the path to your objectives can look like, will make their achievement much more real to you – and it makes it much more likely you will hit your mark.

It is here that people often realize that to hit their goal they would need to talk to 30 people per day when they are barely willing to pick up the phone to call two people. Or they realize that they really only need 10 good, ideal customers – which they could find in 2 months time if they focused on defining the ideal client and where to find them. Or they realize they are designing their product over and over when actually they need to test its market acceptance and build a team. Or ...?

Write down your top few strategies you have decided to focus on:

Copy your strategies into the Top-Notch CEO Business plan™.

Step 6 is done, done, done! Yeah! Congrats. You are rocking this exercise – and your business with it! You have earned the Top-Notch CEO STRATEGIES badge!

On to the LAST step of this exercise:

Step 7: Define Your Action Plan

Wow. You have come a long ways.

Now ask yourself:

- How will I achieve these objectives?
- How do I break the necessary actions into bitesize chunks I can reasonably do and track progress for?
- For what time horizon do I want to plan? For example, one option that often works well is to set up a rolling 90-day action plan (as time elapses new actions are planned)?



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Fill in the action steps here:

Overall Objective #	Action Step	Priority	Start	Finish	% Complete	Comments

Do you feel uncertain about **how to prioritize the action steps** you wrote down? In that case, consider using the Time Prioritization Tool I showed you.

Step 7 is done! Yeah! Outstanding! You have earned the Top-Notch CEO ACTION PLAN badge!



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Top-Notch Business Plan™ for _____

Vision	
Mission	
Personal Purpose	
Overall Objectives	
Strategies	
Action Plan	



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