

SCORE How to Write a Business Plan - Workshop Agenda

- 1. What is a Business Plan For?**
 - a. Who needs a business plan & how in depth does it need to be?
- 2. Business Plan Framework**
 - a. Review the components of a business plan
 - b. Review plan template & online options
 - c. Review pre-workshop assignment (identify the fundamental elements of your business: the company's values, vision, and mission).
- 3. Defining Your Company**
 - a. This session focuses on the business elements that need to be defined in the business plan, including:
 - i. Sic code
 - ii. Trade associations
 - iii. Creating your USP (Unique Selling Proposition)
 - iv. Company description
 - v. Product and service descriptions
 - vi. Market analysis
 - vii. Operations plan
- 4. Gathering and Analyzing Information**
 - a. Discover how to conduct your own market research, and how to gather, read, and analyze information that's valuable to your business.
- 5. Identifying Your Target Audience**
 - a. Learn how to identify your target audience – the people most likely to purchase your product or service
 - b. Learn about the customer buying cycle and how to create valuable & educational content for each state of the cycle
 - c. Review basic writing rules and explore how to use them to connect with the audience.
- 6. Creating a Marketing Strategy**
 - a. This section will focus on the basic elements of a marketing plan.¹
- 7. Creating the Sales Plan**
 - a. Next, participants will learn about building their sales force and the sales cycle.
- 8. Developing Financial Projections**
 - a. Introduce participants to accounting terminology, generally accepted accounting principles, and financial reports.
 - b. Participants will also learn how to bring everything together to create financial projections.

¹ SCORE is holding a separate "How to Write a Marketing Plan" workshop on March 28th. Register here <need link>