

Creating a Plan for Your Business

Creating a Professional Practice

Why Have a Plan?

- *“People do not plan to fail, they fail to plan”*
- Moves one out of one's own comfort zone
- Feeds energy to what is desired
- Quantizes large, nebulous task into small, digestible chunks
- Provides sense of accomplishment
- Convinces others you know what you are doing

What is a Business Plan?

- Private brainstorming
 - Focused business idea of your work
 - Expression of personal & professional values, ideals, skills, motivations and interests
- ***Current best understanding*** of your business
 - Organic, flexible, adaptable

What is a Business Plan? (2)

- Means of communication
 - Clarity for self
 - Public presentation
 - Exudes professionalism consistent with business
 - Logical, linear, grammatically correct, visually impressive

What is a Business Plan? (3)

- Template for decision-making
 - Defines next actions and priorities
 - Provides framework and timeline
 - Business “simulation” environment
 - Play with ideas in advance rather than in the middle of executing business

The Business Plan for Creating a Professional Practice

Business Definition

- Business vision in your own words
- **Foundation** for the entire plan
- Be descriptive
 - Key therapies
 - Uniqueness of practice
 - Engaging aspects of location

Business Philosophy

- Core beliefs and values
 - Health and well-being
 - Body, self-care
 - Role of bodywork & massage
 - Intention of practice
 - Commitment to work and clients

Resources

- US Chamber of Commerce Small Business Center
 - <http://www.uschamber.com/sb/default>
- US Small Business Administration
 - <http://www.sba.gov/smallbusinessplanner/index.html>
- PlanWare Business Plan Software
 - <http://www.planware.org/businessplansoftware.htm>