

BULLET PROOF THRIVAL BUSINESS PLAN

Principles To Operate From

What principles do you believe to be true that you MUST hold to in this tumultuous time to guide how you think and operate?

- Chosen Identity
- Guiding Beliefs
- Mindset For Team

Questions to Ask

Prime your mindset to make a plan from a position of leadership and a customer-facing problem solving position vs an internal survival position.

1. How have I been prepared for such a time as this to show up for the people I serve? (Identity)

- Past Experience / Expertise
- Resources at Our Disposal
- Leadership Gap

2. What new painful problems does my market have right now that our business could be positioned to solve? (Opportunity)

- Lack Of... (bring supply)
- Afraid Of... (bring certainty)
- In Need of... (bring solutions)

3. How are my competitors not leading and leaving my market's needs unserved? (Differentiation)

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4. How could I use the increased attention online to build community, brand loyalty, authority as a leader and ultimately drive sales?

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Sales Plan

Take your answers above and refine it into a sales plan below.

Who We Are Serving:	
Their Painful Problem That We Can Solve:	
What They Want:	
How We Can Solve Their Problem? -Can it be sold online? How? -Can it be fulfilled online? How?	
Differentiation From Competitors:	

Situational Discounts / Incentives:	
Offer Summary: -Put together a 1-3 sentence summary of your offer.	

Operations Plan

Based on your sales strategy, adjust your operations plan below.

Essential Systems We Need To Change:	
Essential Systems We Need To Implement:	
Non-Essential Systems We Need To Pause / Cut	
Team / Employees	<p><u>Essential Personnel - #1 Focus</u></p> <ul style="list-style-type: none"> • <p><u>Non-Essential Personnel - #1 Focus</u></p> <ul style="list-style-type: none"> • <p><u>Work Onsite - #1 Focus</u></p> <ul style="list-style-type: none"> • <p><u>Work Remote - #1 Focus</u></p> <ul style="list-style-type: none"> •

	<u>Suspended / On Leave - #1 Focus</u> <ul style="list-style-type: none"> •
Meeting / Communication	<u>Video / Phone</u> <u>In Person</u> <u>New Meetings</u>

Financial Plan

Based on your operations, adjust your financial plan below.

Current Cash on Hand:	
Current Monthly Expenses:	
Length of Time We Could Survive on Cash Reserves:	
Current Monthly Revenue:	
Next Month Projected Monthly Revenue:	

Estimated Extra Cash Flow Needed for 6 Months	
Expenses to Trim:	<ul style="list-style-type: none">• 1
Liquidity Options	<u>Assets</u> <u>Loans</u> <u>Other</u> <u>A/R</u>