

# BUSINESS PLAN

## PAGE ONE

EXECUTIVE SUMMARY	OBJECTIVES	
	CORE VALUES	
	VISION	
	KEYS TO SUCCESS	
PRACTICE SUMMARY	PRACTICE OWNERSHIP	
	PRACTICE HISTORY	
	PRACTICE LOCATIONS & FACILITIES	
PRODUCTS/SERVICES	SERVICES/PRODUCTS	
	COMPETITION COMPARRISON	
	LITERATURE/ TECHNOLOGY	
	FUTURE SERVICES	
MARKETING	MARKET SEGMENTATION	
	INDUSTRY ANALYSIS & MARKET ANALYSIS	

# BUSINESS PLAN

## PAGE TWO

STRATEGY/IMPLEMENT ACTION SUMMARY	MARKETING STRATEGY	
	SALES STRATEGY	
	STRATEGIC ALLIANCES	
MANAGEMENT SUMMARY	RESPONSIBILITIES OF OWNERS	
	RESPONSIBILITIES OF STAFF	
CLIENT RETENTION	THE FLOW OF PRACTICE	
FINANCIAL PLAN	START UP REVENUE/ EXPENSES	
	REVENUE/EXPENSES 2-5 YEARS	

### CHECKLIST

- MARKET RESEARCH
- WRITE A BUSINESS PLAN
- FUND YOUR BUSINESS
- PICK YOUR BUSINESS LOCATION
- CHOOSE YOUR BUSINESS STRUCTURE
- CHOOSE YOUR BUSINESS NAME
- REGISTER YOUR BUSINESS (CHECK WITH YOUR STATE & FEDERAL AGENCIES)
- GET FEDERAL & STATE TAX ID'S (EMPLOYER IDENTIFICATION NUMBER)
- APPLY FOR LISENCES/PERMITS
- OPEN A BUSINESS BANK ACCOUNT
- INSURANCE
- LAWYER

**MOST IMPORTANTLY...**

THAT'S IT! IT'S FUN!  
IT'S AN ADVENTURE! ENJOY YOUR BUSINESS!!