

Business Plan Completion Schedule

Passion, Plan Profit: 12 Simple Steps to Convert Your Passion into a Solid Business

Assumption: Each meeting will take one hour, and you'll meet once a week. If you can meet longer or more frequently, you'll finish faster.

Note: The homework time required varies based on the complexity of the module.

Week	Tasks, Which Module(s)	Homework
Week 1	Introduction, set up the ground rules, sign the confidentiality agreement (see How to Start a Business Plan Workgroup document at www.claritytobusiness.com), review Module One	Module One questions finished and Purpose entered in the Business Plan Template. Estimated time: one hour
Week 2	Go over Module One homework, review Module Two for questions, issues	Module Two questions finished; one and three-year visions entered in template. Estimated time: one hour
Week 3	Go over Module Two homework, review Module 3,	Module Three questions finished along with rough cut Mission Statement. Estimated time: 90 minutes
Week 4	Review everyone's Mission Statement, help clarify if necessary, review Module 4	Module 4 questions finished, final Values entered in template. Estimated time, 1 hour
Week 5	Review Values with everyone, look over Target Market, Module 5	Module 5 questions finished, final Target Market information entered in template. Estimated time: 2 hours plus
Week 6	Review Target Market homework, look over Module 6: Strategies	Module 6 questions finished, entered into template. Estimated time: 1 hour
Week 7	Review Strategies homework, look over Module 7: Unique Selling Proposition	Module 7 Questions finished, USP entered into template. Estimated time: 1 hour, plus thinking time. It may be better for you to read the instructions and do the homework early in the week, then let your brain work on your USP, if it isn't immediately clear to you what it is after you've answered the questions
Week 8	Review USP homework, look over Module 8: Strengths, Weaknesses, Opportunities, Threats	Module 8 homework finished and entered into template. Estimated time: 1 hour

Week	Tasks, Which Module(s)	Homework
Week 9	Review SWOT analysis; look over Module 9: Income	Finish your income forecast, enter it into the spreadsheets in the book, or download an Excel template at www.claritytobusiness.com and use it. Estimated time: minimum two hours. The next two modules are challenging. If you get bogged down, make an appointment with one of your fellow group members and do it together.
Week 10	Review Module 9 income numbers, look over Module 10, expenses	Finish entering your income and expenses in the appropriate spreadsheets in the book, or download the appropriate Excel template at www.claritytobusiness.com . Estimated time: 2 hours plus
Week 11	Review Expenses (Module 10), look over Module 11- Key Measurements	Finish Module 11 questions, enter Key Measurements into template. Estimated time: 1 hour or less.
Week 12	Take Key Measurements pledge on page 180 together, review everyone's Key Measurements, look over Module 12	Finish Module 12 homework; enter year-long goals into the template and the blank calendar on page 203. Estimated time: 2 hours
Week 13	CELEBRATE!!	Set up your monthly and quarterly review appointments with your partner/group

Bonus Sections

Section	Estimated Time to do the Homework
Break-even Calculation (pp. 157-169)	2 hours
Cash Flow (pp 170-174)	1 hour plus
Footwork Calculator (pp. 229-235)	2 hours
Monthly Review Process (pp. 239-250)	30 minutes
Quarterly Review Process (pp. 251-258)	1 hour