



# LivePlan Method Task List for Strategic Advising

All the tasks necessary to perform comprehensive advisory services profitably, on a monthly basis for each client.

Work tasks, order of operations, corresponding LivePlan software module, time duration, and work assignment.

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Method

Evaluate  
Results

Build & Refine  
Forecast



# 5 Tools for Better Results

Maximize The LivePlan Method for Strategic Advising with these tools.

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## Cloud Pricing

You'll need a good tool to help with pricing. [Cloud Pricing](#) takes away the guesswork, and in many cases, the pressure of the "sale." LivePlan Method is an available template in your Cloud Pricing app.

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## Workflow Software

LivePlan recommends [Aero](#), [JetPack Workflow](#), and [Karbon](#). The LivePlan Method is available as a template in all of these software tools.

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## Expert Advisor Directory

Become [LivePlan Expert Advisor Certified](#), begin advising three or more clients, and become listed in our [online directory](#). It's a great way for clients to find you online.

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## Strategic Advisor Blog

Read the LivePlan [Strategic Advisor blog](#) for education and inspiration on Strategic Advising for your small business clients.

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## Bplans

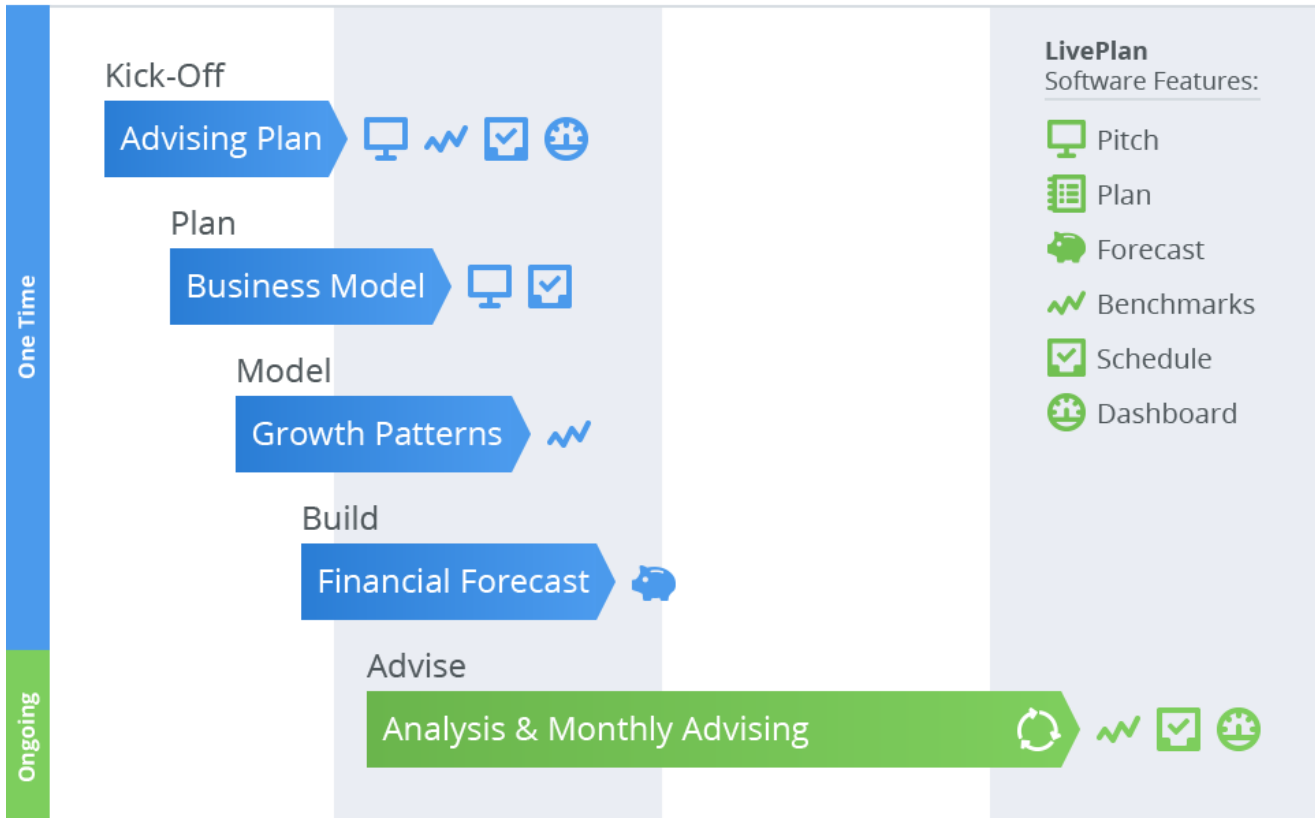
Use [Bplans](#) as a resource for your small business clients for their own education. Bplans is full of free content, and is your complete guide to business planning.

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# Timeline of Work

The majority of work happens one time as prep work. The repeated advisory phase is where the work becomes profitable.

## The LivePlan Method in Practice



One-time prep work = 8.5 hrs

Kickoff, Plan, Model, Build

Monthly recurring advisory work = 3.0 hrs

Advise

# Kickoff Phase

Frame the advisory relationship, learn your client's broad business goals and sell them on advisory. Also set-up the LivePlan account. This is a one-time process.

TASK	LIVEPLAN MODULE	TIME	JOB ASSIGNMENT
<b>1.01</b> - Create LivePlan Company from LP or Intuit App Center	Options	:05	
<b>1.02</b> - If not Intuit, connect QBO or Xero: auto-sync, auto-map	Dashboard	:05	
<b>1.03</b> - Set up Dashboard with mapping (NOW AUTOMATED)	Dashboard	:00	
<b>1.04</b> - Set up Benchmarks: select appropriate variables in header	Benchmarks	:05	
<b>1.05</b> - Set up Pitch: company logo, headline, problem	Pitch	:15	
<b>1.06</b> - Schedule Kickoff meeting and record in Milestones	Milestones	:15	
<b>1.07</b> - Prepare for Kickoff meeting - download and use resource guide	Kickoff mtg guide	:30	
<b>1.08</b> - Host Kickoff meeting - use resource guide	Kickoff mtg guide	:60	
	<b>Subtotal Kickoff</b>	<b>2:15</b>	

# Plan Phase

Perform Lean Planning. What does your client sell, how do they sell it, to whom, and what resources do they need? This is a onetime process.

TASK	LIVEPLAN MODULE	TIME	JOB ASSIGNMENT
2.01 - Problem Worth Solving and Business Solution		:15	
2.02 - Target Market		:15	
2.03 - Sales Channels and Marketing Activities		:15	
2.04 - Resources: partners, IP, patents, long term debt		:15	
2.05 - Contractual or other Milestones		:15	
2.06 - Publish Pitch to secret webpage or PPT for client review		:15	
	<b>Subtotal Plan</b>	<b>1:30</b>	



Market size: \$33.8M

## Target market

- **College students** 43% (\$22.5M)
- **Young families** 34% (\$6M)
- **Trail enthusiasts** 12% (\$3.5M)
- **Parents 35-55** 10% (\$1.8M)

## Competitors

## How our solution is better

*Local bike shops*

Welcoming, family-friendly space

*Big-box retailers*

Higher quality gear and expert advice

*Online retailers*

Ability to test drive and local repair

# Model Phase

Establish an historical basis for your client's lean plan projections.  
This is a one-time process.

TASK	LIVEPLAN MODULE	TIME	JOB ASSIGNMENT
<b>3.01</b> - Gather historical P&L (NOW AUTOMATED)	Forecast	:00	
<b>3.02</b> - Review preliminary forecast for trends and ratios	Forecast	:30	
<b>3.03</b> - <a href="#">Compare Benchmarks data</a>	Benchmarks	:20	
<b>3.04</b> - Confirm forecasting categories	Pitch & Forecast	:10	
<b>3.05</b> - Determine forecasting patterns: growth , ratios, etc.	Forecast	:30	
<b>3.06</b> - Review beginning balances (NOW AUTOMATED)	Forecast	:15	
	<b>Subtotal Model</b>	<b>1:45</b>	

# Build Phase

Build the roadmap: a full financial forecast of P&L, Balance sheet and cash flow. This is a one-time process.

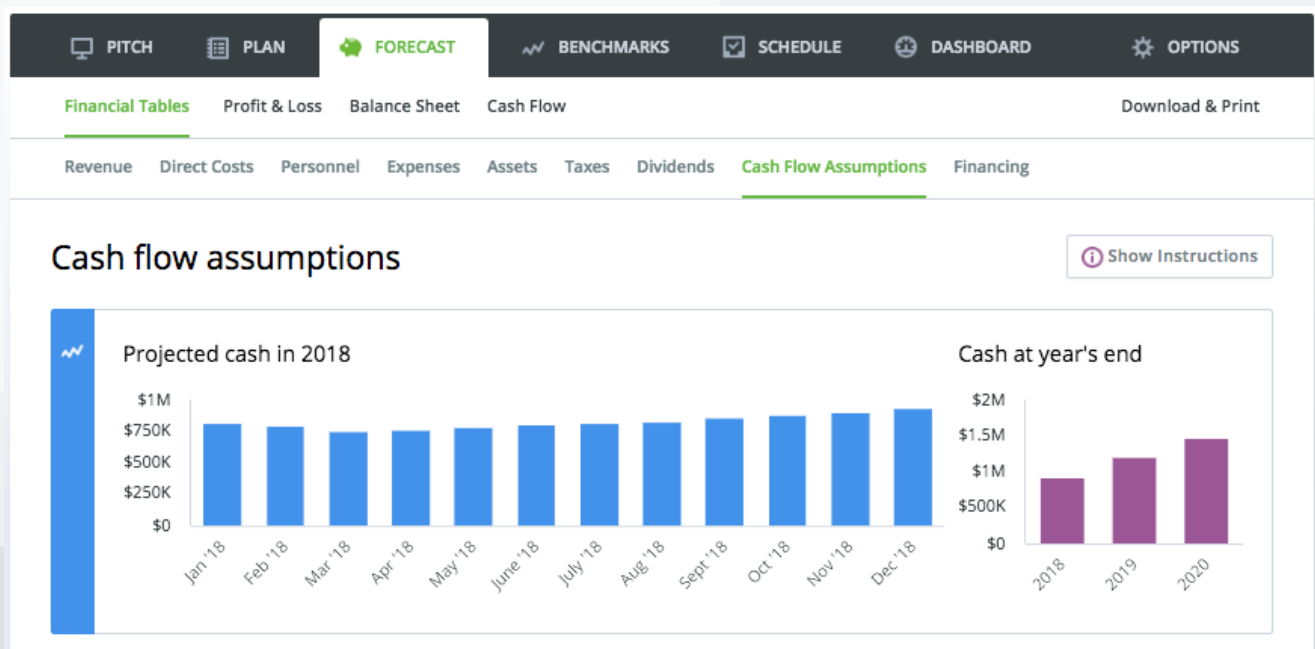
TASK	LIVEPLAN MODULE	TIME	JOB ASSIGNMENT
<b>4.01</b> - Adjust preliminary revenue based on growth patterns	Forecast/ Revenue	:20	
<b>4.02</b> - Adjust direct expenses using GM targets	Forecast/Direct costs	:20	
<b>4.03</b> - Enter employee labor in Personnel or as expense line item	Forecast/ Personnel	:20	
<b>4.04</b> - Adjust expense items using established ratios	Forecast/ Expense	:20	
<b>4.05</b> - Enter assets and schedule	Forecast/ Assets	:15	
<b>4.06</b> - Enter dividends and schedule	Forecast/ Dividends	:15	
<b>4.07</b> - Enter estimated rate for corporate and sales taxes	Forecast/ Taxes	:10	
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# Build Phase

continued...

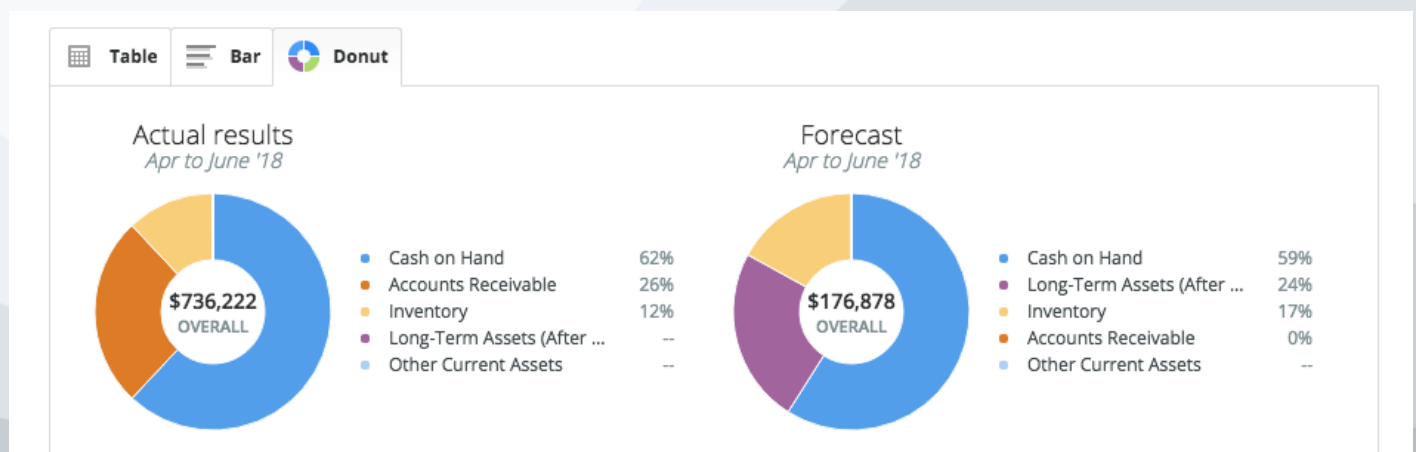
TASK	LIVEPLAN MODULE	TIME	JOB ASSIGNMENT
<b>4.08</b> - Set cash assumptions (AR and AP days)	Forecast/ Cash assumptions	:15	
<b>4.09</b> - Enter financing needs based on the forecast	Forecast/ Financing	:15	
<b>4.10</b> - Confirm automated beginning balances	Forecast/ Balance Sheet	:15	
<b>4.11</b> - Finalize mapping	Dashboard	:15	
	<b>Subtotal Build</b>	<b>3:00</b>	



# Advise Phase

The monthly, repeated work of advisory. This is where the work becomes profitable.

TASK	LIVEPLAN MODULE	TIME	JOB ASSIGNMENT
<b>5.01</b> - Review Dashboard: actuals, variance from forecast, trends	Dashboard	:40	
<b>5.02</b> - Review Benchmark data	Benchmarks	:20	
<b>5.03</b> - Monthly meeting prep: print reports and client notes	See Monthly Advising resource doc	:20	
<b>5.04</b> - Host monthly meeting	See Monthly Advising resource doc	1:20	
<b>5.05</b> - Monthly wrap up–post meeting	See Monthly Advising resource doc	:20	
	<b>Subtotal Advise</b>	<b>3:00</b>	





## Support

Be sure to implement the full LivePlan Method for advisory services task list in your firm.

Use our self-guided training, or chat with our Customer Advocacy team today to learn more about our premium services.

[More Training >>](#)