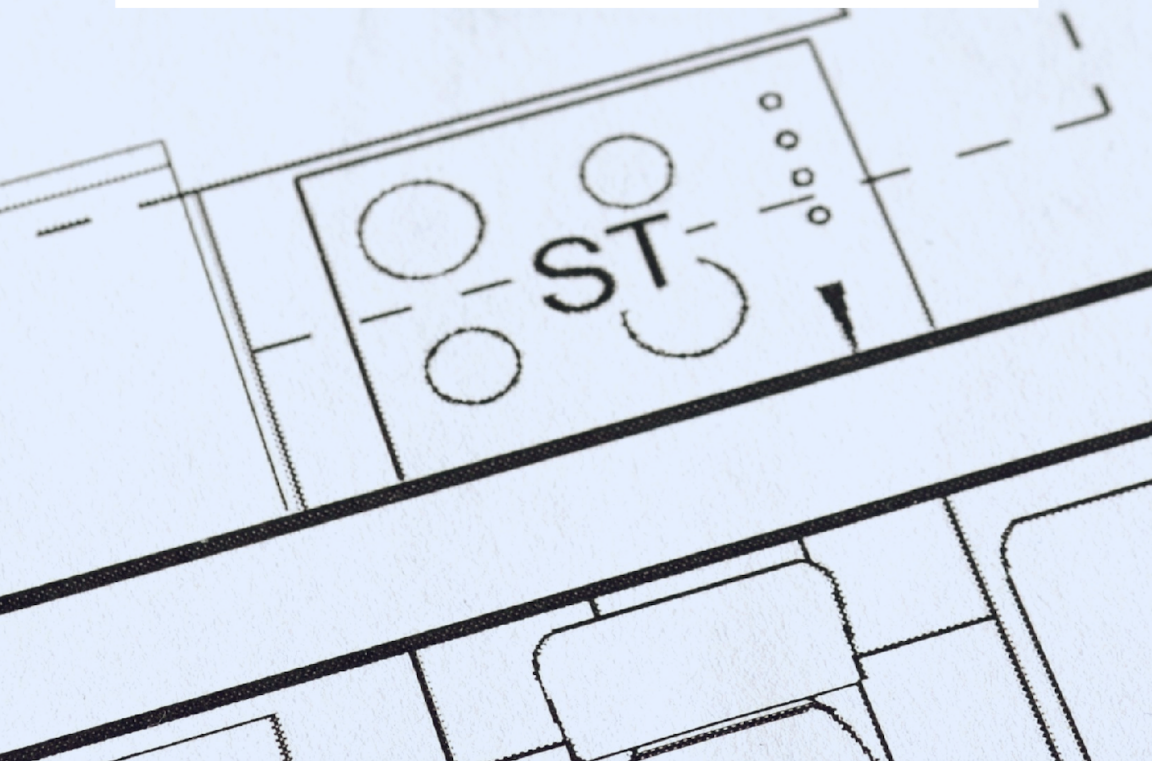




BUILDING GREATNESS

**A BETTER WAY OF BUILDING
YOUR BUSINESS PLAN**

BY KEN BUCKLER



Building Greatness

A Better Way of Building Your Business Plan

Ken Buckler

This book is for sale at <http://leanpub.com/buildinggreatness>

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*Dedicated to the “Part-repreneurs”, the part time entrepreneurs,
the dreamers, and those who put in the extra work after work.*

*Small business is the backbone of this country, and even the
smallest spark can create the largest flame.*

Keep building greatness.

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Introduction

When I first started my business, I was extremely intimidated by the overwhelmingly large and complex nature of completing a business plan. What if I could simplify it? After being in business for a while, I started analyzing my own business to do just that. I'm going to avoid confusing terms such as "value proposition", "economies of scale", or any of the other confusing terms typically used when writing a business plan. In fact, I was able to narrow down the start of any business plan to three questions - Why?, What?, and Who? From there, we can build the rest of the business plan.

After releasing the initial version of this book, I soon found myself sitting down with clients, wishing I could clone myself so I could help more people at the same time.

After sitting down with many clients, I realized most were asking similar questions - questions I could easily address by writing the answers in a book. While I cannot clone myself so I can sit down with people nationwide at the same time, I believe this book will be as close as I can get!

Thank you for using my Business Plan Builder! I hope it helps you in *Building Greatness*!

-Ken Buckler, Founder, Buckler Business Services - BuildLocal.Biz
and Radio Free Hub City - RadioFreeHubCity.com



Ken Buckler

Legal

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Any business venture involves risk. This book is designed to help you write your business plan, and does not guarantee success or profit. No warranty is provided for the information contained within this book.

How This Book Works

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Chapter 1: Why are you going into business?

When building a house or store, after the excavating, the very first part built is the foundation. This is the base upon which a building is set. If the foundation is not built strong enough, the building will fail.

Simon Sinek has written an excellent book about the importance of “why” in his book “Start With Why”. If you haven’t already, pick up a copy and either read or listen to the audio book. I would be doing the book an injustice if I even attempted to summarize it here, so go read it. You will not regret it.

Much like a building, your business must have a strong foundation - a strong WHY. Why are you going into business? What problem are you trying to solve?

When talking with clients, I always start with “Why are you going into business?” I always cringe when a future business owner replies to me “to make more money” or “for extra income”. Businesses must be built upon more than a desire for profit - businesses must be built upon a vision, a plan, a desire to make something better. Without that vision, the business is just another job.

If you’re looking for some inspiration, dig deep. The most successful business owners have always worked to be part of something bigger than themselves, something which not only inspires others, but is so big, it’s sometimes quite scary. Norman Vincent Peale said it best - “Shoot for the moon. Even if you miss, you’ll land among the stars.”

Of course, something that’s extremely important in finding your “why” is that it must be something you believe in. That belief will

be the driving force behind your success. Don't choose something because it's what others believe in - sure, you might be able to get by initially, but at the end of the day you don't want to create a business you end up hating or regretting. A business, much like a child or pet, is a long-term commitment. You must nurture the business, take responsibility for it, and help it grow.

It helps sometimes to re-evaluate your "why" regularly. I've found that as I've gotten older, my "why" has changed significantly over the past few years. I originally wanted to help boost local tourism in our area, and went through all the steps of learning how to run short-term rentals such as Airbnb, and even started writing a local tourism guide for the Hagerstown, MD area. COVID changed a lot of that because people no longer wanted to travel to our area for tourism, and I saw a bigger need for locals to simply stay informed of what's going on, a much greater need than just improving local tourism income. I now run an Internet Radio Station which provides a fresh perspective of local news to thousands of residents per week. I'm seeing consistent growth in ad revenue and visitors, because my why is now "I Local residents deserve to stay informed, and I want to make it easier for locals to get the news that matters to them." What started out as your why today, may not be your why tomorrow. Be prepared to pivot accordingly.

Blockbuster originally had a great vision - make it easy for people to visit one of their locations, browse movies, and rent the movies for a fraction of what it would cost to purchase them and watch them when consumers wanted without having to wait for the movies to come on TV. Give consumers the full "home theatre" experience by offering the same concessions typically offered by movie theatres. It was a great concept, and for its time, it worked extremely well. So what happened?

With the availability of broadband internet, consumers didn't want to travel to a store to watch movies. They wanted to watch the movies directly over the Internet. Of course, there was no service available at the time so many Internet users turned to piracy,

illegally downloading movies online, in order to meet their desires. Netflix captured this concept and made movies available online for a monthly fee. The result? Consumers flocked to this legal channel of watching movies online, gladly paying a monthly fee to watch as many movies as they wanted. Netflix never pivoted away from their physical store model, and as a result lost customers.

Napster is a similar example of how not only businesses, but entire industries need to shift their “why” to meet market demands. Napster provided the ability to illegally download music online from other people’s computers. It was a remarkable business model, since Napster themselves weren’t actually hosting any of the illegal content. At the time, the music industry was still heavily relying on CD sales, and provided no easy method for legally listening to music online. Today, apps like Amazon Music and iTunes provide for legal ability to download and listen to music, and consumers flock to these services instead of pirating music. Had the recording industry not embraced online music sales, they would still struggle with significantly higher amounts of piracy today. Don’t be afraid to look at the illegal activities of consumers, and find a way to provide consumers a legal alternative to this behavior.

Imagine if Western Union hadn’t pivoted away from Telegrams, or if Wells Fargo hadn’t pivoted away from stagecoaches for transporting money. They would have ended up like Blockbuster, which refused to pivot away from their original mission of providing movie rentals in their physical stores. Netflix and other streaming services found a new why, in that they wanted to make the movie rental industry easier for consumers, and because Blockbuster never changed the focus of their business, they no longer exist.

What other businesses can you think of globally or locally which are suffering from tunnel vision, refusing to adjust their “why” for today’s consumers? What problem do today’s consumers (or other businesses) face which YOU can provide a solution to? This is where opportunities can be made, and you just might find your niche.

Related Reading

Start With Why - Simon Sinek

Action Steps

Now that you have read this chapter, it's time to answer **1) Why are you going into business?** in **Appendix A**, or use the digital copy of the **Starter Questions**.

Why are you starting this business? What value do you provide?
What “gap” in the marketplace does your business fulfill?

Chapter 2: What Are You Going to Do?

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Chapter 3: Who Are You Trying to Help?

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Chapter 4: Building Your Business Model

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Chapter 5: Creating Your Business Plan

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Chapter 6: Closing Thoughts

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Appendix A: Starter Questions

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Starter Questions

These should be brief and to the point answers. You will expand on these answers later in the business plan. Please complete these in numerical order.

1) Why are you going into business?

Why are you starting this business? What value do you provide?
What “gap” in the marketplace does your business fulfill?

2) What products/services will your business offer?

3) Who is your ideal customer?

Who are your targeted customers? What is the size and demographics of your target market?

Appendix B: Business Model

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Business Model

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A) Identity

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B) Problem

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C) Target market

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D) Our solution

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E) The competition

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F) Revenue

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G) Marketing activities

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H) Expenses

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I) Team and key roles

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J) Milestones

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Appendix C: Business Plan Template

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Your Business Plan

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Business Plan

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Executive Summary

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Product

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Customers

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Future of the Company

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Company Description

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Mission Statement

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Principal Members

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Legal Structure

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Market Research

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Industry

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Detailed Description of Customers

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Company Advantages

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Regulations

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Product/Service Line

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Product/Service

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Pricing Structure

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Product Lifecycle

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Marketing & Sales

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Growth Strategy

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Communicate with the Customer

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How to Sell

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Financial

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Initial Startup Costs

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Startup Funding

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Ongoing Maintenance Costs

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Revenue and Profit Projections

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