

GROW YOUR OWN BUSINESS

Business Planning for Creative Spirits



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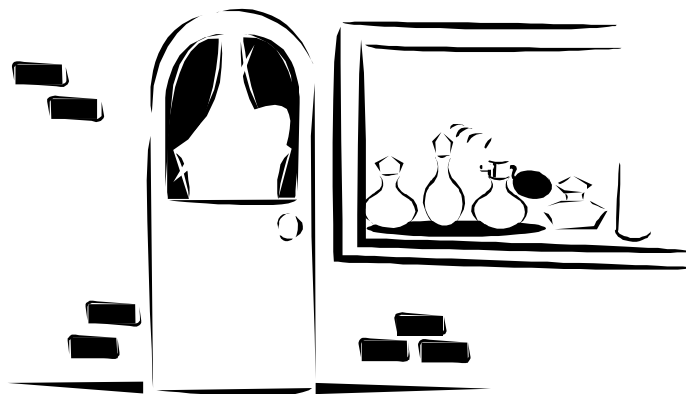
To Market, To Market.....

The real voyage of discovery consists not in seeking new landscapes, but in having new eyes. – Marcel Proust

This chapter is where you decide what kind of customers your business will serve, how you are going to differentiate yourself from your competition, what type of advertising will best attract the people who can't live another moment without your product or service, and estimate the amount of money to spend to keep your business prominent in the mind of your customers. You will be taking another look at the Standards Of Presence and you can also refer back to Chapters One and Two and include some of the ideas in this chapter.

The paragraph headings in this chapter are the ones that will actually be in the marketing part of your business plan. I have included some sample sentences to get you started.

Just like in Chapter 3, you can choose to write about your market research formally or informally. The most important thing at this point is to be consistent in the style of writing that you have chosen.



How to BE review.

1. **Honor this Space**

- What you see and hear that is personal is confidential remains personal and confidential.
- When sharing the essence of someone else's story, without the names and specific details, you agree to share it in an honoring manner that celebrates that person's special qualities.
- Practicing How to Be this way as I bring my business into the marketplace will

2. **Adopt a Beginners Mind**

- Embrace a child-like wonder.
- Release the need to evaluate or compare what you are learning to what you already know.
- Allow yourself to “try on” and wear the information for a while.
- Practicing How to Be this way as I bring my business into the marketplace will

3. **Search for the Positive**

- Focus on what is working in each moment and what you focus on will expand.
- Practicing How to Be this way as I bring my business into the marketplace will

4. **Connect at a Heart Level**

- Open your heart to the essence of what is being conveyed.
- Allow your heart to lead and let your mind follow.
- Practicing How to Be this way as I bring my business into the marketplace will

5. **When Sharing**

- Focus on the good stuff – especially in yourself.
- Speak in “I” statements, rather than “we” or “you” statements.
- Share your experience and claim it. What you have to say is important.
- Practice speaking without rehearsing what you want to say.
- Practicing How to Be this way as I bring my business into the marketplace will

6. **When Listening**

- Be 100% engaged and focus positive attention on the person sharing.
- Release anticipating or “knowing” what that person is going to say.
- Allow the person sharing to indicate they are complete.
- Practicing How to Be this way as I bring my business into the marketplace will

7. **When Listening**

- Be 100% engaged and focus positive attention on the person sharing.
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8. **When Receiving Acknowledgment**

- Be open to receive the acknowledgment—as the gift it is— and let it sink in.
- Respond with a simple “thank you.”
- Refrain from comments back to the person acknowledging you.
- Practicing How to Be this way as I bring my business into the marketplace will

9. **Exercise Self Care**

- Maintain a positive space for yourself. If something feels like a judgment or advice, simply thank the person for sharing and ask that it be reframed as a question.
- When your inner self makes a judgment, say “Thank you for sharing,” to that voice. Then choose a new thought.
- Practicing How to Be this way as I bring my business into the marketplace will

10. Set an Intention

- Set an intention for what you are willing to allow or invite in for yourself.
- That intention do you want to set for this chapter?
- Take a moment to reflect on this new intention. If it serves you, make a note of it below.

My intention for this chapter is _____

A few words about competition

Competition, in the sense of “win or lose”, is a prevalent cultural belief. It is very important to study similar businesses as you develop your business idea. However, the Heart Centered approach to researching your competitors looks a little different than you may be accustomed to.

The Heart Centered approach to business competition starts with the premise that you are not intending to disrupt another person’s business. It never helps in the long run to say derogatory things about a competitor, or fight back with any competitor who says derogatory things about you and your business. If your true intention is to bring *your* values into *your* working life, you are starting this business to share your unique gifts with the world.

When viewed from this perspective, you are looking at other businesses with the intent of expanding the concept of what you are bringing into the marketplace. That focus serves both your primary aim in life and the bigger picture. This mindset sets all of your business dealings in a “win and win” light. That type of light moves everyone forward.

G E O G R A P H I C A R E A

GEOGRAPHIC AREA

(Your Company Name) currently targets our local geographic area consisting of

As the elements of our business plan are implemented, we plan to widen our market to include the United States. From there we can foresee that our product line will eventually expand globally.

M A R K E T D E S C R I P T I O N

MARKET DESCRIPTION

Describe the demographic of your market: age, sex, education, income, family status, marriage, children and any other distinguishing characteristics about your perfect customer. Find this information by contacting the Small Business Administration, the local Chamber Of Commerce, the census bureau, libraries, and the Internet.

The new shop is planned to be centrally located in our market area. _____
_____ is home to approximately _____
people (20__ figure). That figure _____
_____. Over the

past five years, _____ . That figure is expected to be _____ by _____ .

The job rate of the area is _____. The percentages of employment by industry are as follows: ____ percent services, ____ percent wholesale and retail, ____ percent manufacturing, ____ percent government, ____ percent transportation and communication, ____ percent finance and insurance, and ____ percent construction.

TARGET CUSTOMERS

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Describe your ideal customers, refer back to Chapter 2.

Our current target market consists of

From within this population, our target customers are.....

COMPETITIVE ANALYSIS

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To become aware of your competitors:

- contact the local Chamber Of Commerce and request a brochure that lists their members,
- look in your local telephone yellow pages,
- read business publications and trade magazines,
- contact suppliers of your product for names of other dealers,
- ask friends and employees,
- search the internet.
- Sources will appear once you start looking for them.

Determine what gap your product or service will fill as you study your competition. Describe the differences between your businesses. What are the critical things that you feel must be addressed in your particular type of business? How will other businesses like yours directly affect your operations?

Your Company Name) is the only However, there are several companies that..... These companies are described below:

Name of competitor

This is a direct competitor and.....

Name of competitor

These business owners are

Name of competitor

This is a company that we believe could eventually become one of our customers. Our goal is to persuade this group that our superior product knowledge and service is worth their consideration.

Name of competitor

Like most large companies of this type,

Name of competitor

It is our belief that these competitors are

Potential Future Competition

(Your Company Name) will occupy a specialized niche in the

Even though at this time our expertise is unique in the marketplace, we expect advances to be made and competitors to arise and offer similar services. We will meet this challenge by:

(replace the following with your ideas, or not!)

- Hiring staff specialized in these new areas.
- Increase our continuing education and training expense.
- Adding complementary lines.
- Make regular investments in new equipment.

In order to stay competitive, (Your Company Name) will need to

Your Competitive Advantages

The distinctive competitive advantages, which (Your Company Name) brings to this market, are:

Other advantages to our planned capitalization is our

We are confident that with the level of capitalization we are setting up,

Our proposed capitalization also includes

ADVERTISING AND PROMOTION

Second only to the financial piece of a success-filled business, Creative Spirits may also find it very challenging to advertise and promote themselves. There is a strategy involved in finding the perfect person to purchase what you have to offer and it revolves around advertising and promoting your business with the intention to *attract* the most desirable customer or client. Notice the emphasis on the word *attract*, as opposed to chasing after, the perfect customer or client.

Initially it is very tempting to want to cast a large net out into the universe so that you expose the maximum amount of people to your product or service. This method does attract your perfect customer or client AND it attracts people that are not a good fit with you and your way of being in the world. There are plenty of people in this world that need what you have to share. Concentrating your efforts on attracting people who GET what you are about, and are willing to invest their money into GETTING a piece of what you have, is what prevents job burnout and is one of the best parts of being self employed.

The “trick” is to be as specific as possible regarding the type of person you want to serve. It really pays, in both financial and inner fulfillment, to keep your guidance system open to continual adjustment as you learn the type of customers and clients that truly benefit from your product or service. To prepare for the following exercise, use one or all of the tools that you now have (values list, gifts and talents re-discovery, Future Self visualization) to explore this very important key to a success-filled business. Feel free to re-visit this exercise on a regular basis, especially if you are feeling a bit frustrated about why you don’t have the type or number of customers that you want.

What type of advertising catches your eye and touches you in a way that motivates you to invest your money?

A piece of cream-colored paper with a torn, irregular edge, set against a light pink background. The paper is ruled with horizontal black lines, providing a space for writing. The paper is slightly offset to the right and bottom, creating a layered effect.

ADVERTISING AND PROMOTION

Our advertising and promotions will pivot around ____ key strategies: *(list strategies)*

(The following bullet points are here to use as examples. Use the methods that came out of your research and plug them in here. Or, of course, if these examples are in alignment with what came up for you, feel free to use them. See how easy it can be!)

- Product Brochures. (Describe and include estimated costs)

- Internet Web site. (Describe and include estimated costs. Refer to Chapter 8 for more information about creating a web site.)

- Customer Referrals. (Describe and include estimated costs)

- Other. (Describe and include estimated costs)

- Other. (Describe and include estimated costs)

To continue our growth, we will be using the following methods to expand our markets and to increase our new areas of doing business:

- Customer contact - find out their needs
- Adding complementary Products and Customer Services
- (Other)

- (Other)

- (Other)



End of Chapter Four
Treat yourself to something!