

# QuickPros Business Plan

This Business Plan is to serve as a guide for developing what will be the "Map for Success" for your business. It must be a living document that you can share with your upline, your significant other and anyone who you believe can and will contribute to your vision for the success of your business.

It's critical that you read and understand the QuickPros Ten Keys To Success before going through this process.

Your QuickPros Business Plan is a three part plan: **Your Goals and Vision, Your Schedule for Profit Producing Activities, and your Marketing Plan.** To complete a meaningful, effective plan, please allow at least 20 minutes to fill out this information. This is a serious business document that will be used by you and your Enroller to hold you accountable for and ensure the success of, your business.

## **My Goals and Vision**

Why are you doing this Business? What do you really want to accomplish?  
(Full description please, no one word answers)

Success with your QuickPros Business will allow you to do what?

Describe how you see your business growing over the next year?

How will that impact you and your family; what will these changes bring you mentally physically and spiritually?

How does this make you feel? Please describe the emotions associated with bringing your vision to life?

Once you have identified dreams and goals then you must establish your action plan to achieve those goals.

## **My Schedule for Profit Producing Activities**

### **Top Three Daily Actions:**

- 1) Calling New Associates
- 2) Follow up Call with Associates/ 3-Way Calling/ Ask for a Decision
- 3) Calling New members and Getting them started (Duplication)

Chart the exact blocks of time you will be on the phone engaging in the top 3 profit producing activities. The 80/20 Rule states that 80% of your income will be generated by only 20% of your activity (the top 3 activities).

By spending 80% of your time doing the top 3 profit producing activities, you will be more efficient and will experience success much faster. During these times it is important that you focus and do nothing else other than the 3 top profit producing activities (ie. no answer emails, cleaning your desk)

For each day, please fill in the times during the day you will work your business. Think of it as your store hours. When will you be "open for business"? The time you list is **only** on the **Top Three Daily Actions** described above. Do not include time to answer emails, straighten your desk or check your genealogy. We want to know when you will be doing only **PROFIT PRODUCING ACTIVITIES**.

**Example:**      Sunday      Call associates and follow-ups 4pm to 7pm  
                    Monday      Call associates and follow-ups and training 6pm to 9pm

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

## **The Power of One**

You will hear and see people using the QuickPros system that have 20 or more new members per month. That is the power of the system! It is important to keep in mind as you start your business one step at a time, the power of getting 1 new member every month consistently.

If everyone had only 1 new member every month and this continued perfectly you would have an income of over \$10,000 per month after 12 months!

1 member per month with a 40% attrition rate and your income would be over \$5,000/month by month 12; over \$10,000/month by month 16!

We have proven marketing plans that will help you generate profits even greater than these examples.

## **My Marketing Plan**

Below is an outline for suggested marketing budgets, the approximate income and timeline each will take. This will assist you in matching your income goals with an appropriate marketing budget to reach those goals in the time line you wish. These are only approximations, meant only to be used as a guideline. Variables such as time and energy you place towards your business, and team duplication factor strongly into monthly income, and can dramatically effect your actual results.

Like any business, your Life Force/Quickpros business is going to take some time to build momentum. Make a minimum of a 12 month plan. The more marketing you can do at the beginning, the quicker momentum and duplication will happen and the faster your team will build.

Marketing is much like planting a crop that you will one day harvest. First you plant the seeds, then time must pass before you can reap the harvest. The full harvest (conversion of associates to new members) from this month's marketing may take two or three months to come to full fruition.

### **Tax Savings Strategies - Knowledge Is Power**

Since tax reduction strategies are not taught in school, many people that start a part-time home-based business, quit before they acquire the knowledge they need, without realizing that they are getting substantial tax breaks. According to Sandy Botkin, CPA, attorney and former trainer of IRS attorneys nationwide, if everyone in the U.S. who is employed full-time started a part-time business, each employee could easily reduce his or her taxes from \$2,000 to \$10,000+ each year.

In most cases it can actually cost you more to NOT be in a business, than to be in a business and not make a profit your first year. For instance, if you live in the U.S. and you're a full-time employee, the Government can help fund the growth of your new business by allowing you to legally increase your exemptions on your W-4 form. This can mean getting an extra \$150-\$300+ per month on your paycheck to grow your business starting almost immediately. (To take advantage of these little-known tax strategies or for more information, please consult with a qualified home business tax professional)

When establishing your monthly budget, keep in mind that every dollar you invest in marketing is tax deductible.

### **Your Monthly Budget**

The monthly budget would be used to purchase leads and other traffic generating methods. After you choose your marketing budget, consult with your Enroller for their advice on the most effective use of your marketing dollar to drive traffic.

## Monthly Budgets

### Crown Diamond Marketing Plan

**Budget:** \$1,200 and up

**Income Projection:** 6 months: Rank Diamond - Approx income \$5,000 to \$7,000  
12 months: Rank Diamond++ - Approx income \$15,000+

**Approximate # of members:** 14 + per month

### Diamond Marketing Plan

**Budget:** \$600 - \$800

**Income Projection:** 6 months: Rank Diamond - Approx income \$4,000 to \$6,000  
12 months: Rank Diamond - Approx income \$12,000+

**Approximate # of members:** 7-14 per month

### Platinum Marketing Plan

**Budget:** \$400 - \$600

**Income Projection:** 6 months: Rank Platinum - Approx income \$1,500 to \$2,500  
12 months: Rank Diamond - Approx income \$4,000 to \$6,000

**Approximate # of members:** 4-10 per month

### Gold Marketing Plan:

**Budget:** \$200\*

\* (Can be done for less. A smaller budget just means a longer time line.)

**Income Projection:** 6 months: Rank Gold - Approx income \$800 to \$1,500  
12 months: Rank Platinum - Approx income \$3,000 to \$4,500

**Approximate # of members:** 1-4 per month

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### Income Goals

What monthly income will you achieve in:

6 Months

12 Months

18 Months

### Marketing Budget

Monthly Budget:

Monthly Traffic Generating Strategy (If you need help to fill this out, your Enroller will help here):

My Commitment:

I am serious about building my business and I ask for my leaders help in getting my business into profit. I have read and understand my Business Plan and commit the time and budget I have selected here to achieve my goals. By signing, I am sending this plan to my upline leader as my way of committing to doing what it takes to succeed and to ask for the help to get there.

Sign and Date \_\_\_\_\_