

## Free Products



### BIZ Planner

For aspiring entrepreneurs who are still unsure about starting a business we have a free tool to help them with this initial step in their journey. There are too many “instant cashflow” posts on social media that are based on following someone’s exact footsteps, but in many cases that reflects the last gasp of a dying business trying to capitalize on soon to be worthless assets. It is a simple fact that when more people start to offer the exact same business services there is an expected decline in what entrepreneurs can charge while competing with countless others. Be very wary of such opportunities in an already saturated marketplace.

“**BIZ\_PLANNER.xlsx**” is a simple business plan spreadsheet focused entirely on the numbers behind an opportunity, so you can look at that from a realistic, pessimistic, and optimistic point of view to see if you have confidence in that opportunity. Let’s be specific, there are many kinds of franchises offered for sale, and while a franchise offers instant operating standards, you are looking at a franchise brochure that shows a “typical” example of how a franchise performs. It does not necessarily reflect your market area, your potential location, your prospective clients (demographics and psychographics), lease costs, leasehold improvements, and other details that can make or break a franchise location. In many cases you are looking at multiple years before you make enough profit to pay yourself an above-average income.

The advantage of exploring unique ideas is that there is no (or limited) competition, assuming you can find customers interested in buying from you. While the franchise may have instant name recognition, your personal business niche does not have that advantage, which means it takes time to build that recognition. You can use the “**BIZ\_PLANNER.xlsx**” system to create a 3-year outlook: a start-up assessment, a break-even assessment, and a growth assessment for example. Think for yourself how long you can last without sufficient income from a business as part of your transition strategy to move from employee to entrepreneur status.

When you look at opportunities offered online, copy the financials onto “**BIZ\_PLANNER.xlsx**” to see what it does for you, and if you can manage the many things to market your business and to attract sufficient sales to generate decent profits. If the numbers are not shared, study the opportunity and assess what you are truly buying into. If you consider an improvement on an existing business model (like dynamic **LIFTOFF Business Plans** that replace the traditional business plan writer products), you can study that existing business model as a starting point for projecting how your improvements may create a unique market niche that you fully own.

The reason why we offer “**BIZ\_PLANNER.xlsx**” for free is to encourage you to develop a vision of what you want, and a mission of how you plan to achieve that vision. This makes you a good candidate for using dynamic **LIFTOFF Business Plans** and that improves the odds that you will succeed in your mission, which then improves our opportunity to cite you as our satisfied client. There are never guarantees in any business plan unfolding exactly as intended, but with dynamic **LIFTOFF Business Plans** you have the tools to respond to how things evolve.