

How to Write a Business Plan for Direct Sales

with Jim Larsen



Failure to prepare is preparation to fail.
- Benjamin Franklin

Without a business plan how will you know you're on track to achieving your goals? In Jim's LevelUP course he takes you through his easy GPS (Goals, Priorities, Strategy) method to writing a business plan that will set you up for success.

Use this worksheet to get started on figuring out your GPS!


What is your Goal?

First things first, be really specific and write down your goal. (Jim recommends one super specific SMART goal that can be achieved in 1 year!)

Goal:

 Now

 6 months:

 1 year:

What are your priorities?

Next Jim asks you to identify what are the different things you need to achieve to accomplish your goal.

Tip! Rewatch [Jim's](#) course for some tips on how to align your priorities to your goal.

★ Priority 1

★ Priority 2

★ Priority 3

★ Priority 4

★ Priority 5

What is your strategy?

Now determine your strategy. How will you achieve your priorities to accomplish your goals?

Jim recommends working backwards to identify what exactly you need to be doing Daily, Weekly and Monthly to make sure you achieve your ultimate goal.

Top Tip: Check out other LevelUP courses on Active Selling Strategies, Team Building and Social Media to get inspiration on how you can achieve your goals. #levelupwithpenny

★ Priority 1:

What do I need to do?

Daily

Weekly

Monthly

★ Priority 2:

What do I need to do?

Daily

Weekly

Monthly

★ Priority 3:

What do I need to do?

Daily

Weekly

Monthly

★ Priority 4:

What do I need to do?

Daily

Weekly

Monthly

★ Priority 5:

What do I need to do?

Daily

Weekly

Monthly

Jim's top tip! Add it to your calendar. Whether it's a notebook, your phone, your Penny app make sure the tasks you need to do are marked in your calendar.