

# A BUSINESS WITHOUT A PLAN IS 50% LESS LIKELY TO ACHIEVE SUCCESS...

DISCOVER THE THREE ESSENTIAL ELEMENTS...  
TO CREATE A SIMPLE AND YET STRATEGIC BUSINESS GROWTH PLAN

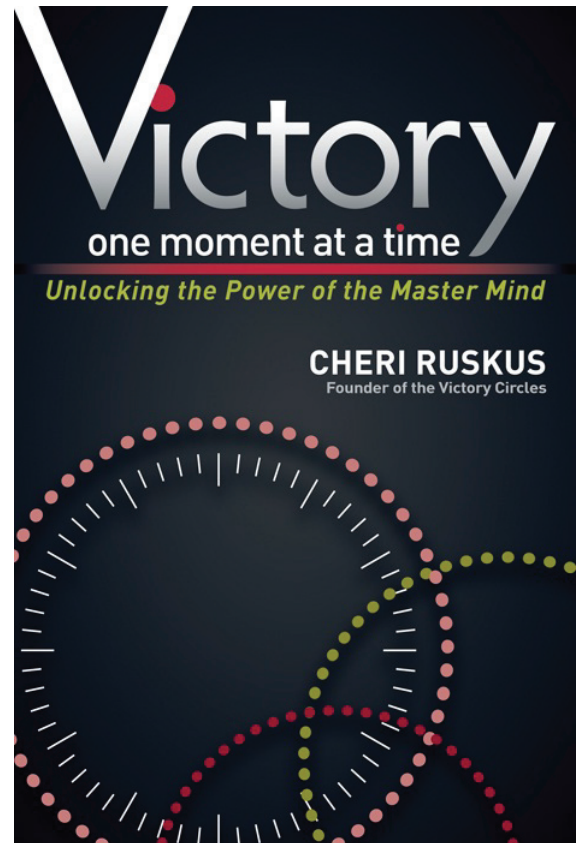
This statistic of 50% was revealed in a study on business plan effectiveness by the University of Oregon which reported: "Writing a business plan correlated with increased success in every one of the business goals included in the study."

What studies across the board have further uncovered is that the actual act of writing the plan allows the businessperson to fully get into the mindset of the goals and objectives within the business. Furthermore it helps to clarify the initiative that they must actively and continuously work "on" their business as opposed to always "in" their business.

The mind shift change that entrepreneurs and small business owners need to understand is how to turn their initial vision into an action oriented business plan.

One that is:

- a. Focused on profit-generation,
- b. Simple to implement,
- c. Flexible enough to adjust to new opportunities and/or plan "b" as needed.



Here are the three elements to be shared in this powerful and results-driven presentation on how to get TRACTION! with your business plan:

**#1 Define your Definite Chief Aim** – Get clear on the reason your business exists to begin with using laser-like focus and easy-to-implement initiatives in order to create maximum profitability.

**#2 Learn how to Accurately Think about your business.** Walk away from this interactive presentation knowing the steps to identify profit building activities to move your business forward day-by-day, month-by-month, quarter-by-quarter. We will show you how to uncover the "blind spots" and remove the barriers that could be holding you back.

**#3 Boost your Self Confidence.** One of the biggest detriments to an entrepreneur is not fully implementing their ideas and plans. One primary source that holds people back is lack of self-confidence that is triggered primarily by fear. The top three fears include money, criticism, and failure. Gain tools to increase your self-confidence to daily move past these barriers and succeed at optimum performance levels.



About Your Speaker Author, Business Coach and Entrepreneur

Cheri Ruskus is a serial entrepreneur with 25+ years experience. She has developed the TRACTION! Business Plan Action Program - an easy-to-implement approach to business planning that gets business owners focused on powerful initiatives that drive performance. Her recent book *Victory One Moment at a Time - Unlocking the Power of the Master Mind* coaches business owners on the critical mindset they must possess to survive in today's competitive marketplace.

Learn more about Cheri Ruskus at [www.businessvictories.com](http://www.businessvictories.com) and [www.victorycircles.com](http://www.victorycircles.com)