



**Small Business**

# FLIGHT PLAN

**The 6-step Plan to  
Grow Your Business**



# Small business leaders live with narrow margins.

Unlike the cultures within large corporations, incompetency cannot hide in a small business. If you don't know how to make money, your business will not be alive for long. Small businesses do not have massive budgets that allow for margin.

Where large corporations have small businesses beat, though, is in their systems and processes. Team members can come and go but because of the systems and processes, the machine continues to move forward.

Small businesses need a universal system of processes and frameworks that optimize their operations for revenue and profit and deliver predictability and reliability to the small business environment.

The Small Business Flight Plan is designed to help you optimize your small business for revenue and profit. The flight plan is based on the 6-step plan explained in Donald Miller's book *How to Grow Your Small Business*.

Filling out your flight plan will guide you through three playbooks and three frameworks that will organize your small business so that it runs.

There are three ways you can complete this flight plan:

1. **Read the Book:** *How to Grow Your Small Business* will walk you through the concepts you will need to understand to fill out your flight plan.
2. **On-Demand Courses:** If you learn better by watching on-demand courses, there is a course for each of the six steps of the flight plan at [BusinessMadeSimple.com](https://BusinessMadeSimple.com)
3. **Hire a Coach:** If you learn better by working with somebody in person or over Zoom, you can hire a Business Made Simple Certified Coach at [HireACoach.com](https://HireACoach.com)

It may take a few months to complete the flight plan but for each discipline you install, your business will see an increase in revenue and profit.

If you have a small team or a small leadership team, share the flight plan as well as the book with them. If you have ordered the book, you can also get a free, 1 hour audio summary of the book which will introduce you and your team to the core concepts. The audio summary is available at [GrowYourSmallBusiness.com](https://GrowYourSmallBusiness.com) and, again, it is free with the purchase of the book.

If you have been looking for a plan to optimize your business for revenue and profit, you've found that plan. Please enjoy the Small Business Flight Plan.

# How to Get the Most Out of This Flight Plan

Using the Small Business Flight Plan to optimize your small business for revenue and profit is not a “quick fix.” Taking your business through the process is like remodeling a house. Soon, you’ll have a new kitchen, then a new bathroom, and, after a couple more months, an attic turned into another bedroom. Yes, there will be construction dust but you will see great results even before you finish the entire process.

There are two ways to approach your flight plan. The first is to start at step one and take the journey as it is presented in the book and video courses. The second is to take our free assessment at [MyBusinessReport.com](https://www.MyBusinessReport.com) which will reveal the weakest areas of your small business. At that point, you can dive into the disciplines that will solve your most pressing problems.

Another decision you will want to make is whether or not you will go through this process alone, with your leadership team, with a coach, or even with a coach who is coaching your leadership team through the process. If you hire a coach at [HireACoach.com](https://www.HireACoach.com) the complete process will take about six months. The same is likely true for you and your leadership team.

A terrific best practice is to set a weekly meeting, say Wednesday at 9am, to meet and go through next steps in the flight plan process. This will ensure that you and your leadership team are on the same page as it relates to getting this done.

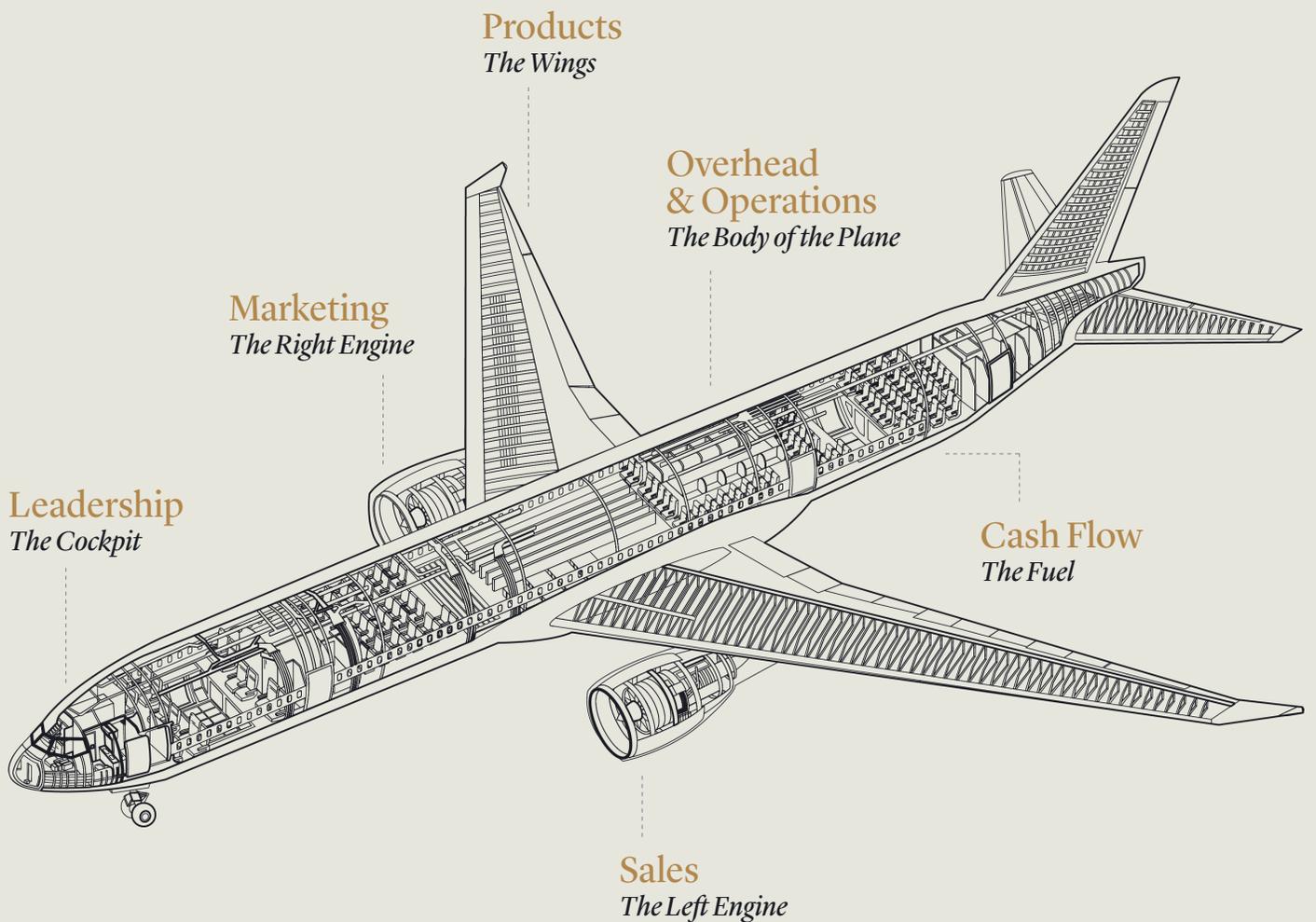
Again, you will start seeing results immediately when you implement even some of the frameworks and playbooks in this plan.

Here’s to your success,

**Donald Miller**

CEO, StoryBrand and Business Made Simple

When you build your small business like an airplane, it will fly far and fast.



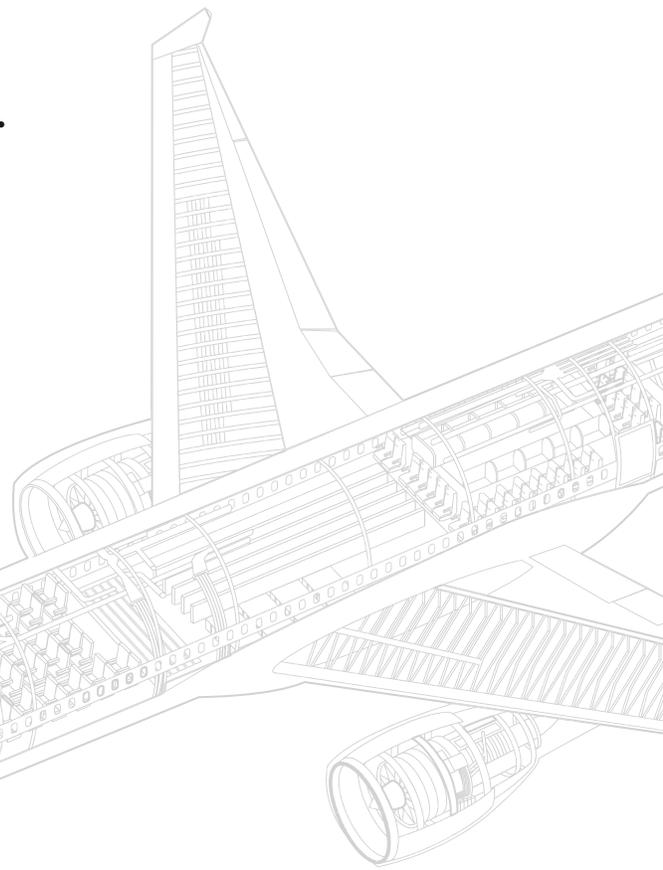
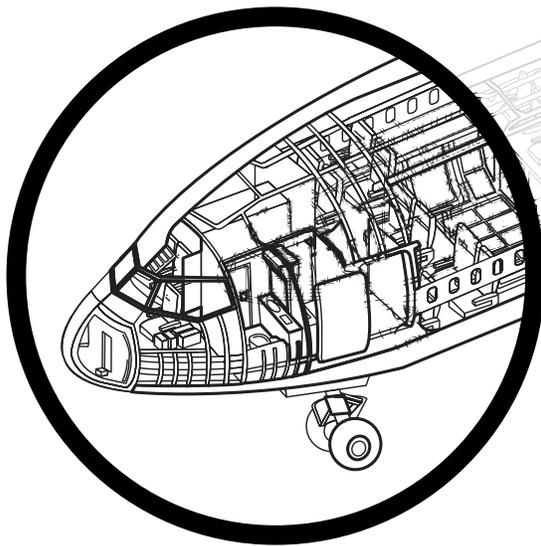
# 01

## Leadership

### The Cockpit

*Transform Yourself and Your Organization.  
Into a Business on a Mission*

The most important thing a leader can do is provide a unifying vision to the people they lead. The Business on a Mission Framework is going to help you create and communicate a vision that ensures the growth of your small business.



# Business on a Mission Guiding Principles Worksheet

## MISSION STATEMENT

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## KEY CHARACTERISTICS

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## CRITICAL ACTIONS

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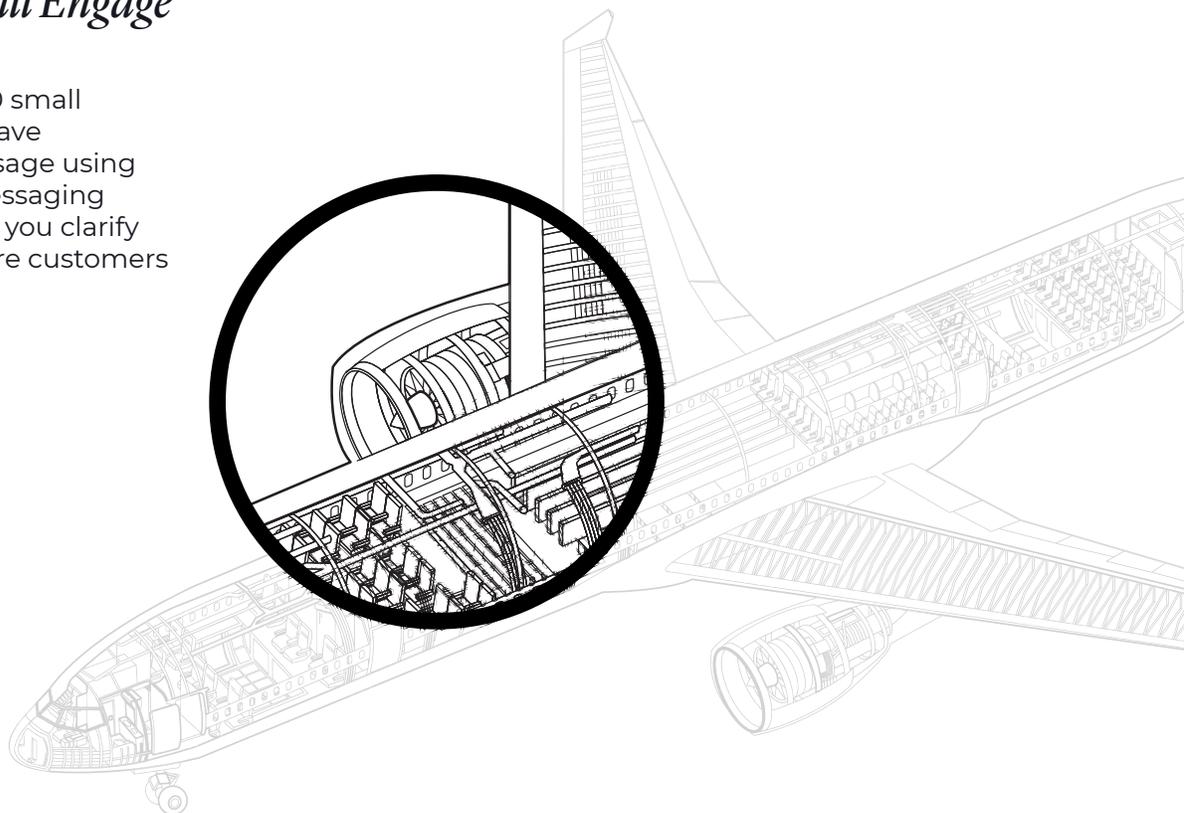
# 02

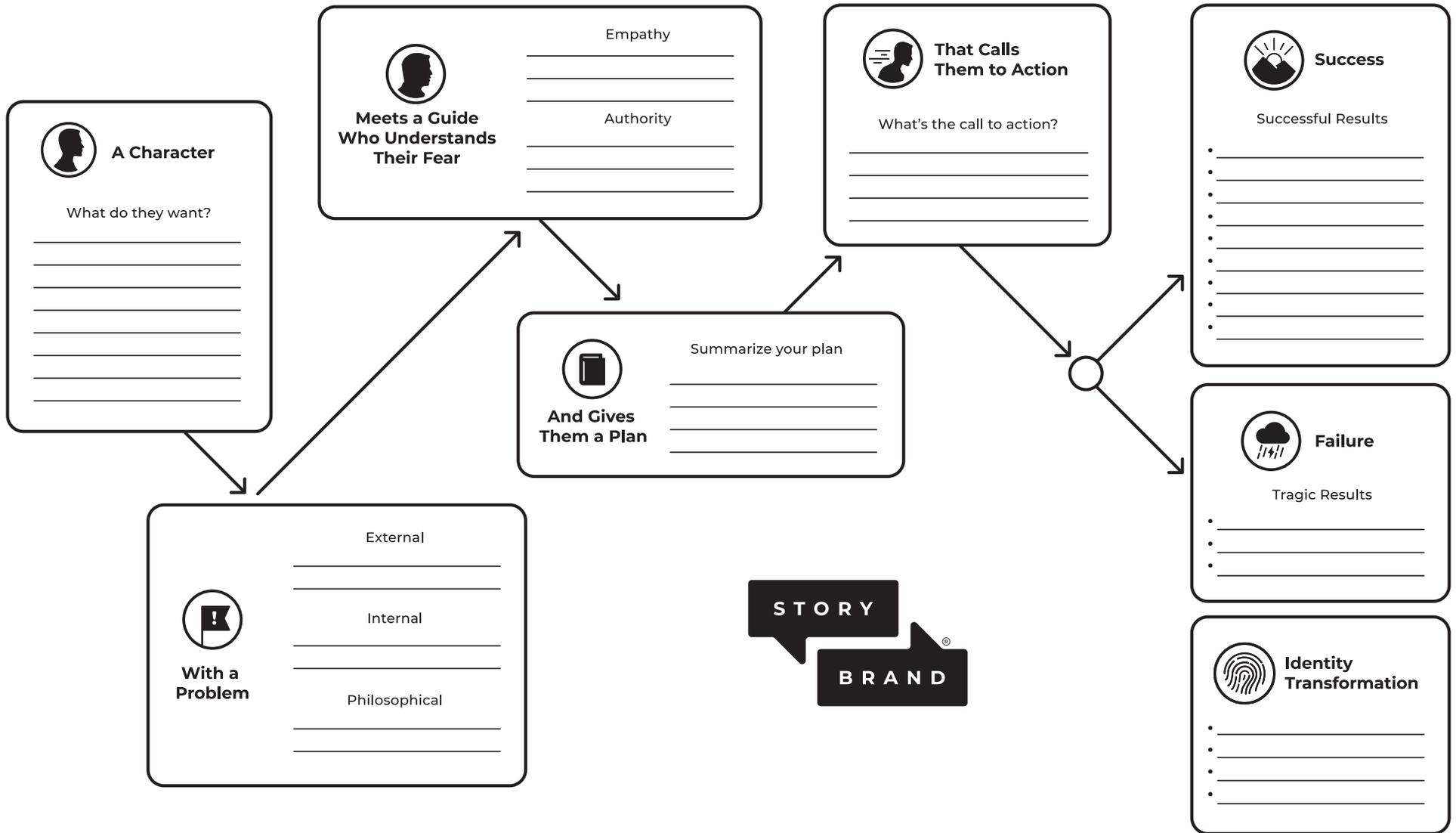
## Marketing

### Right Engine

*Clarify Your Message So  
Customers Will Engage*

More than 700,000 small business owners have clarified their message using the StoryBrand Messaging Framework. When you clarify your message, more customers will place orders.





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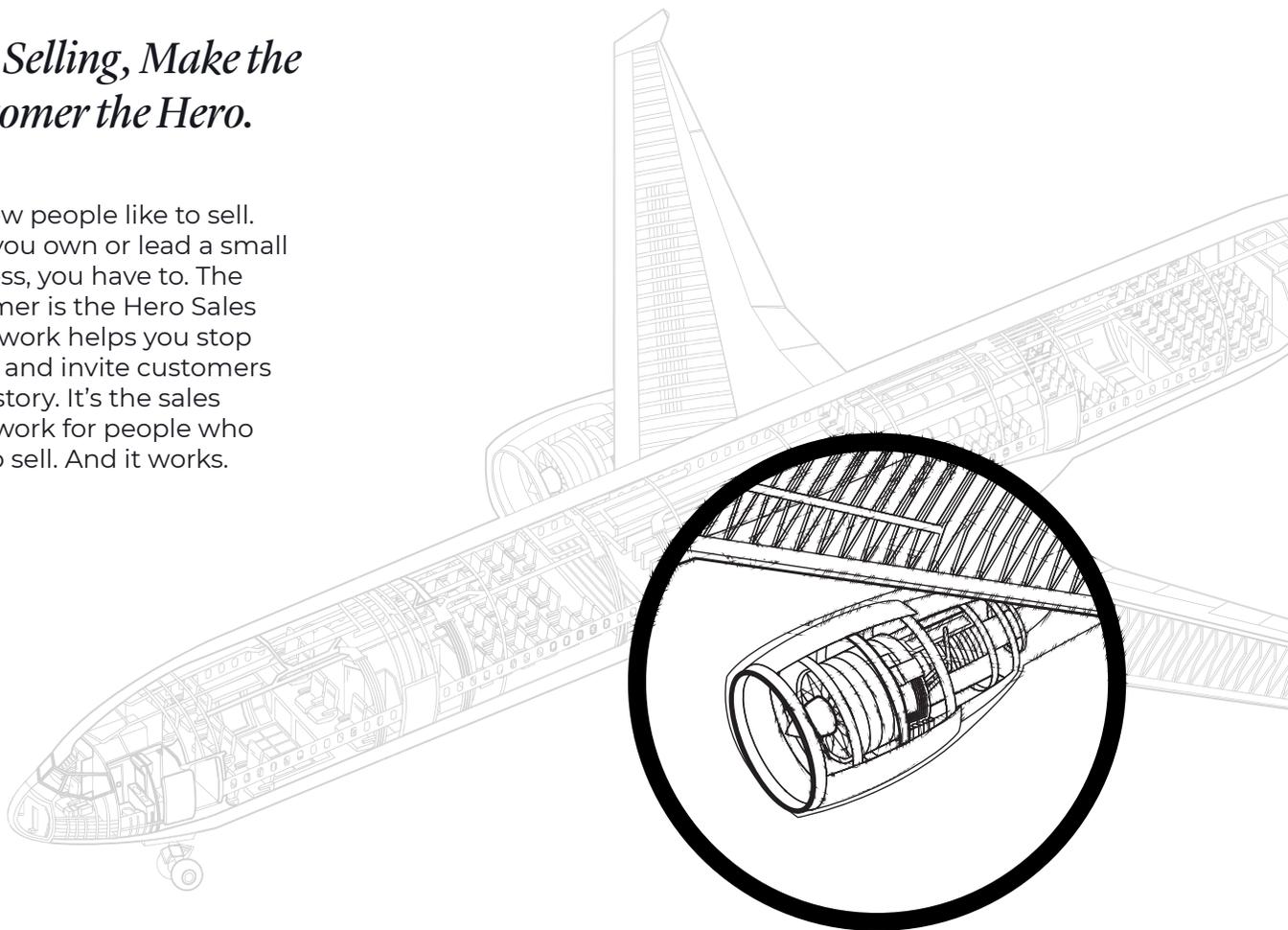
# 03

## Sales

### Left Engine

*Stop Selling, Make the Customer the Hero.*

Very few people like to sell. But if you own or lead a small business, you have to. The Customer is the Hero Sales Framework helps you stop selling and invite customers into a story. It's the sales framework for people who hate to sell. And it works.



# The Customer is the Hero SalesScript



## ① Start with a problem

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## ② Position your product as the solution

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## ③ Give the customer a step-by-step plan

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## ④ Paint the stakes (negative)

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## Paint the stakes (positive)

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## ⑤ Call the customer to action

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**Use this formula to create sales copy for:**

- Sales conversations
- Sales letters
- Proposals
- Presentations
- Emails

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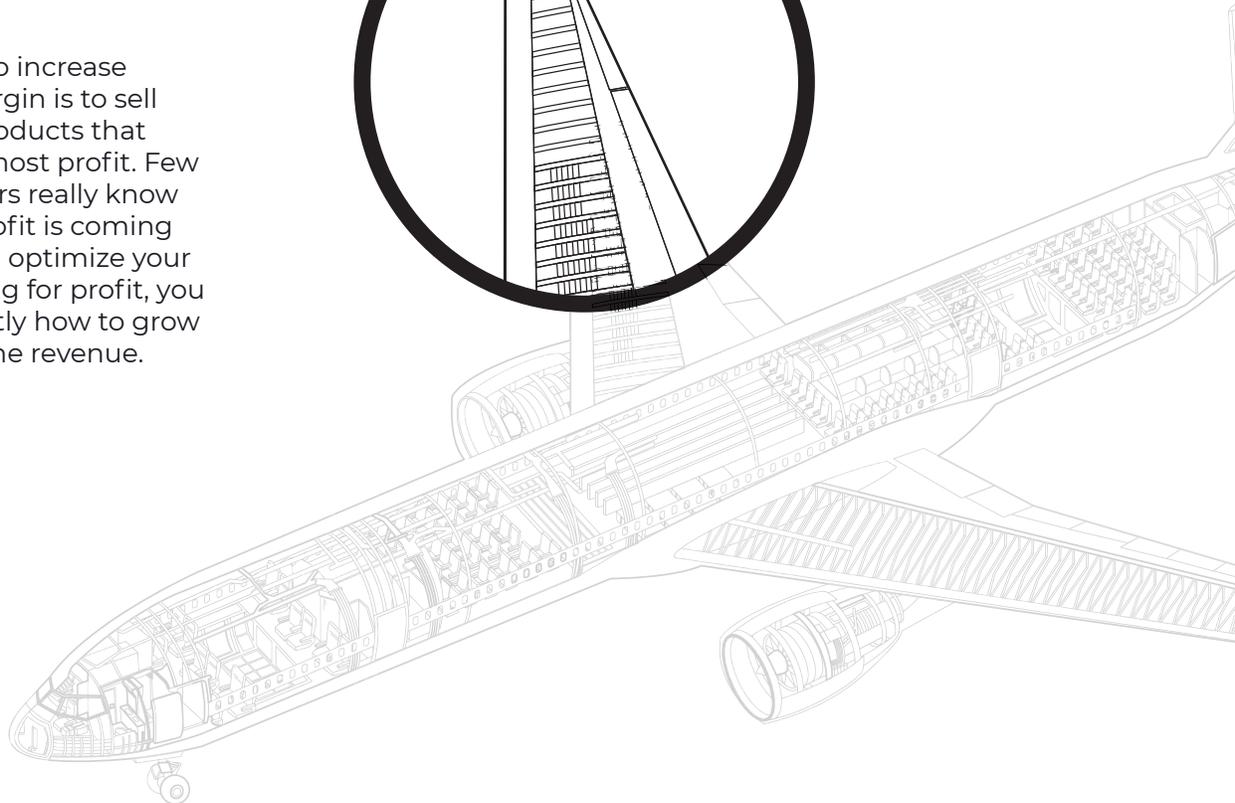
# 04

## Products

### Wings

#### *Optimize Your Product Offering for Revenue and Profit*

The best way to increase your profit margin is to sell more of the products that generate the most profit. Few business leaders really know where their profit is coming from. After you optimize your product offering for profit, you will know exactly how to grow your bottom line revenue.





**Project Owner:** \_\_\_\_\_

## PRODUCT NAME

1. What is the product name? \_\_\_\_\_

2. Does it describe the product well and tease the value?  
\_\_\_\_\_

3. Will the name be confusing or create a problem in the marketplace?  
\_\_\_\_\_  
\_\_\_\_\_

## PRODUCT DESCRIPTION

1. What problem does this product solve for our customer?  
\_\_\_\_\_  
\_\_\_\_\_

2. How does the product resolve the customer's problem?  
\_\_\_\_\_  
\_\_\_\_\_

3. Describe the benefits the customer will experience if they use the product:  
\_\_\_\_\_  
\_\_\_\_\_

4. Describe the features of this product and how it's going to help customers:  
\_\_\_\_\_  
\_\_\_\_\_

## CORE MESSAGING

1. Who are we selling this to?  
\_\_\_\_\_

2. Do we have access to the target market for this product, and if so, how?  
\_\_\_\_\_  
\_\_\_\_\_

3. How will we define the customer's problem for marketing collateral?  
\_\_\_\_\_  
\_\_\_\_\_

4. What is our one-liner?

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### **HIGH LEVEL MARKETING RESEARCH**

1. Is there a proven demand for this product in the marketplace?

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2. Have we sent out a customer survey ensuring our customers would want this product? What questions did we ask in the survey and what were the results?

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3. If we offer this product, who will we be competing with?

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a. Are we priced above or below the competition?

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b. How are we positioned against the competition? (What makes our product better?)

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### **FINANCIALS**

1. What is the price of this product and how did we determine this price?

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2. Will it be profitable?

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3. How much will this cost us to build? How much will this cost us to maintain? (Do we need to hire support staff, more tech support, etc?)

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4. Who will be responsible for revenue related to this product?

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### **SALES PROJECTIONS (BASED ON CURRENT CUSTOMER BASE)**

1. What are the 30-60-90-day sales goals?

\_\_\_\_\_

2. What's the first year revenue projection related to this product?

\_\_\_\_\_

3. What's the goal for units sold in the first year?

\_\_\_\_\_

### **PRODUCT VALIDATION**

1. Will this product cause any problems with existing products?

\_\_\_\_\_

\_\_\_\_\_

2. Will this product upset any existing or future customers? Why?

\_\_\_\_\_

\_\_\_\_\_

### **KEY DATES**

1. When will this product be launched?

\_\_\_\_\_

2. When will the landing page for this product be created?

\_\_\_\_\_

3. When will the pre-release announcement be made to current customers?

\_\_\_\_\_

### **SALES AND MARKETING PLAN**

1. When will we check off the key sales and marketing components of this product?

a. One-liner: \_\_\_\_\_

b. Landing page: \_\_\_\_\_

c. Lead generator: \_\_\_\_\_

d. Nurture or sales emails: \_\_\_\_\_

e. Social collateral: \_\_\_\_\_

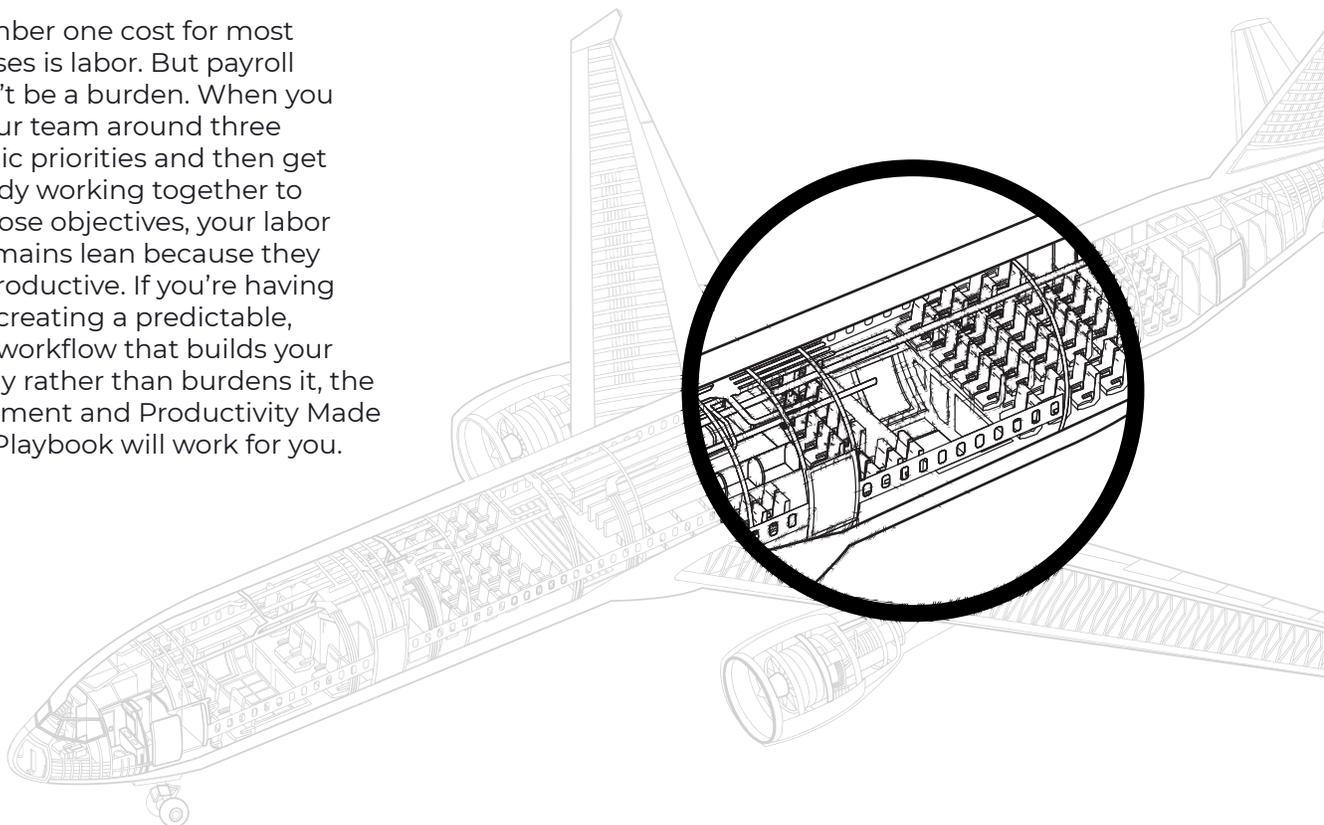
# 05

## Overhead & Operations

Body

*Streamline Your Systems and Processes With Management and Productivity Made Simple*

The number one cost for most businesses is labor. But payroll shouldn't be a burden. When you align your team around three economic priorities and then get everybody working together to meet those objectives, your labor force remains lean because they are so productive. If you're having trouble creating a predictable, reliable workflow that builds your company rather than burdens it, the Management and Productivity Made Simple Playbook will work for you.



COMPANY PRIORITIES

BY \_\_\_\_\_

①

②

③

DEPARTMENT UPDATES

① \_\_\_\_\_

What has our department done or what are we going to do to move us towards our company goals?

\_\_\_\_\_

\_\_\_\_\_

How did we add value to our customers last week?

\_\_\_\_\_

\_\_\_\_\_

How are we adding value for our customers this week?

\_\_\_\_\_

\_\_\_\_\_

② \_\_\_\_\_

What has our department done or what are we going to do to move us towards our company goals?

\_\_\_\_\_

\_\_\_\_\_

How did we add value to our customers last week?

\_\_\_\_\_

\_\_\_\_\_

How are we adding value for our customers this week?

\_\_\_\_\_

\_\_\_\_\_

③ \_\_\_\_\_

What has our department done or what are we going to do to move us towards our company goals?

\_\_\_\_\_

\_\_\_\_\_

How did we add value to our customers last week?

\_\_\_\_\_

\_\_\_\_\_

How are we adding value for our customers this week?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**1 PROJECT NAME:** \_\_\_\_\_

**What's the update?**  
\_\_\_\_\_  
\_\_\_\_\_

**Where are we blocked?**  
\_\_\_\_\_  
\_\_\_\_\_

**Who is doing what, next?**  
\_\_\_\_\_  
\_\_\_\_\_

**2 PROJECT NAME:** \_\_\_\_\_

**What's the update?**  
\_\_\_\_\_  
\_\_\_\_\_

**Where are we blocked?**  
\_\_\_\_\_  
\_\_\_\_\_

**Who is doing what, next?**  
\_\_\_\_\_  
\_\_\_\_\_

**3 PROJECT NAME:** \_\_\_\_\_

**What's the update?**  
\_\_\_\_\_  
\_\_\_\_\_

**Where are we blocked?**  
\_\_\_\_\_  
\_\_\_\_\_

**Who is doing what, next?**  
\_\_\_\_\_  
\_\_\_\_\_

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**Department Stand-up**

NAME

DATE



**My Five  
Priorities**



**What I  
Completed**



**What's  
Up Next**



**Where I  
Am Blocked**

My Five Priorities	What I Completed	What's Up Next	Where I Am Blocked

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# Personal Priority Speed Check

NAME

## COMPANY PRIORITIES

BY \_\_\_\_\_

①

②

③

## MY DEPARTMENT'S TOP PRIORITIES

*Time-bound • Measurable • Specific*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## MY PERSONAL PRIORITIES

*Timebound • Measurable • Specific*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## MY DEVELOPMENT PRIORITIES

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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# Quarterly Performance Review

NAME

PERSONAL PRIORITIES	EXCEEDED	MET	DIDN'T MEET
#1: Comments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
#2: Comments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
#3: Comments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
#4: Comments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
#5: Comments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Came prepared to Personal Priority Speed Checks?	<input type="checkbox"/>	<input type="checkbox"/>
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**NEXT OPPORTUNITIES**

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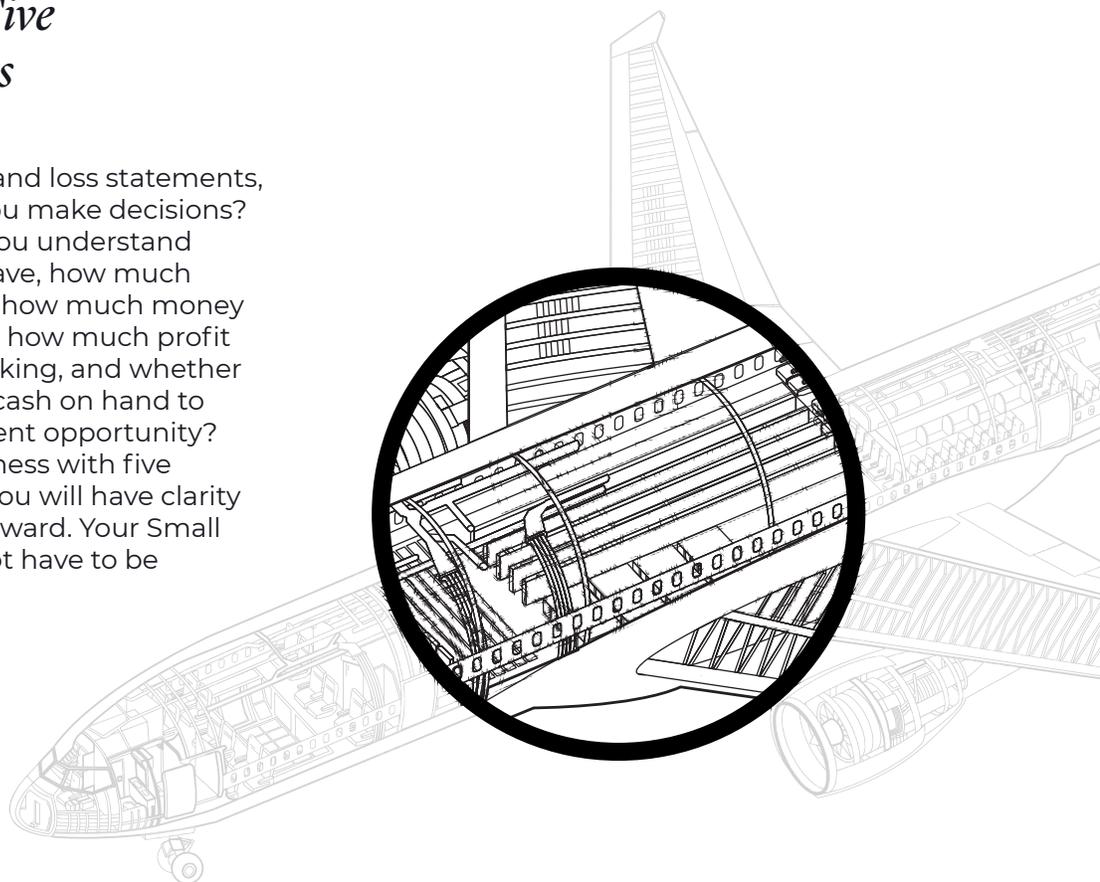
# 06

## Cash Flow

### The Fuel Tanks

#### *Manage Your Small Business Cash Flow Using Five Checking Accounts*

We've all read our profit and loss statements, but do they really help you make decisions? Does your P and L help you understand how much money you have, how much money the business has, how much money you've set aside for taxes, how much profit the company is really making, and whether or not you have enough cash on hand to invest in a great investment opportunity? If not, manage your business with five checking accounts and you will have clarity (and security) moving forward. Your Small business finance does not have to be complicated.

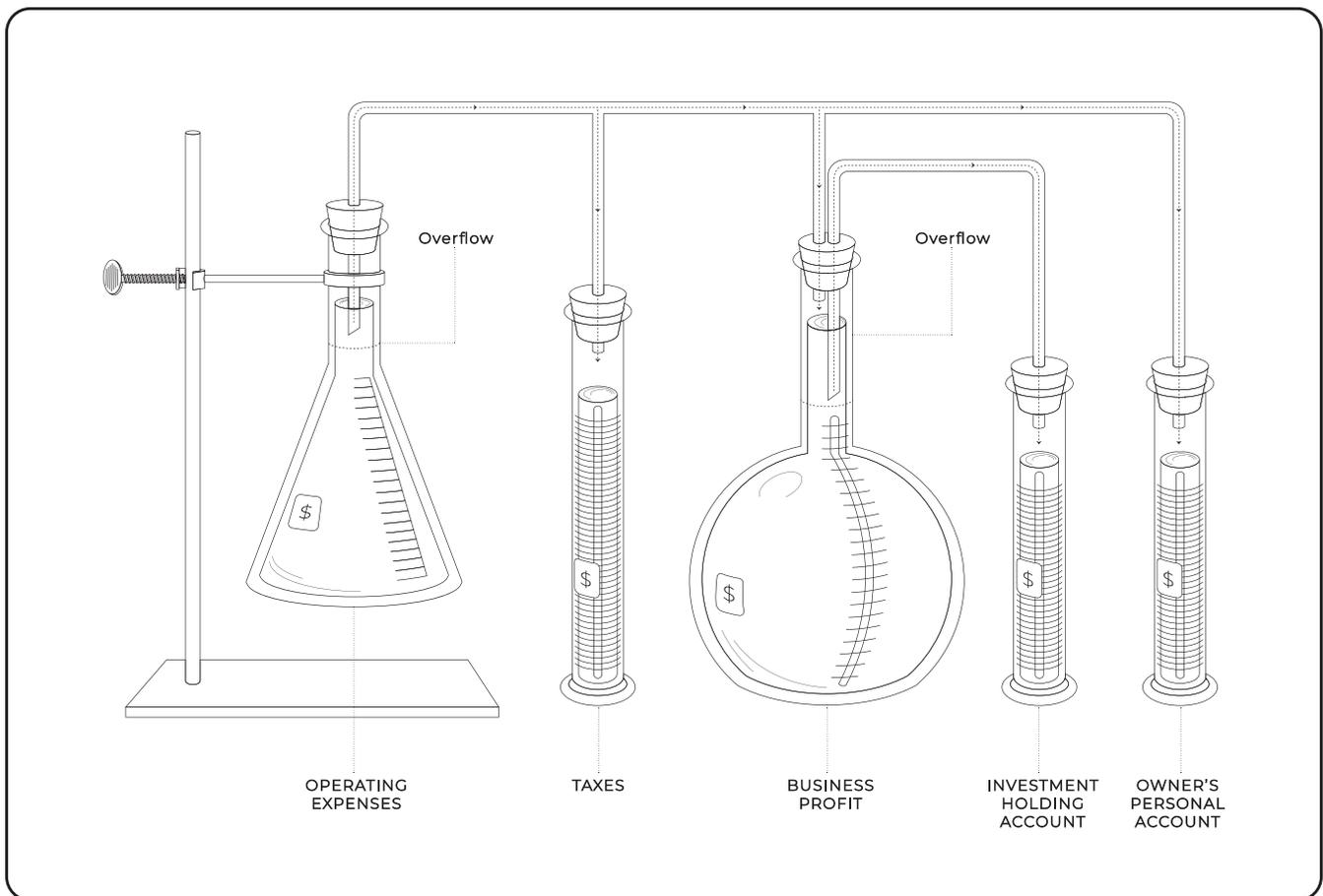


Business Made Simple's

# Small Business Cash Flow Playbook

Without cash, a business will crash. And while many small business owners may know how to make money, they don't always know how to manage it. To ensure your business flies far and fast, install the Business Made Simple Small Business Cash Flow Playbook. When you do so, you will...

- Never accidentally run out of money. You will know well in advance whether your overall profit is shrinking.
- Always have the money to pay taxes, even surprise tax bills.
- Always have money for payroll.
- Know how much money YOU can actually take from the business.
- Have cash to invest back into the business which will set you up for growth.



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## **Operating Account**

This is the account that all money flows into and out from. All revenue will stream into this account and all bills, including the owner's salary, will flow from this account.

## **Personal Checking Account**

This is the owner's personal account. The owner will take a fixed salary from the operating account once or twice a month. The owner does not take money from the operating account for personal use.

## **Business Profit Account**

When the operating account goes over a certain, predetermined amount, you scrape money off the top to put in your business savings account. Your business profit account will eventually grow to five or six times your monthly overhead. Your business profit account becomes the safety net for the organization.

## **Tax Account**

Whenever you put money into your business savings account, you'll want to put the same amount of money in your tax account. Essentially, you will be splitting the excess money (true profit) your business is making between your savings and tax account. Putting 50% of your profit into your tax account ensures you will always have the money to pay taxes. In fact, because you are putting in 50% and tax rates are lower, you will be saving excess money for taxes and can give yourself a solid return at the end of the year.

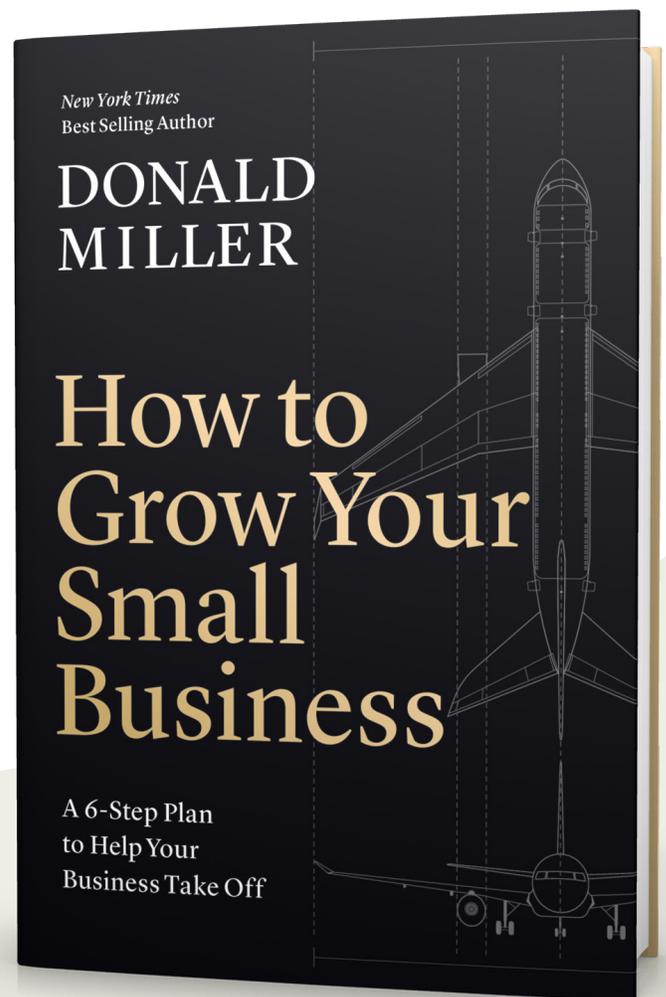
## **Investment Holding Account**

Your business profit account also has a pre-set top threshold that is five or six times your monthly overhead. When the business profit account exceeds that threshold, scrape the money off the top and put it into your investment holding account. This, then, is the money that is yours to do with whatever you like. We recommend taking that money and buying investments that make even more money and help diversify your revenue. For instance, you could use this money to fund your SEP IRA, buy property or other assets, or invest in the stock market.

# Need help completing your Small Business Flight Plan?

Pre-order Donald Miller's newest book, *How to Grow Your Small Business*, and instantly get the book audio summary that will walk you through all six parts of the flight plan. Just go to **[GrowYourSmallBusiness.com](http://GrowYourSmallBusiness.com)** to pre-order the book and get the audio summary.

- 1. Pre-order the book and get the audio summary instantly**
- 2. Use the audio summary to complete your flight plan**
- 3. Feel confident in your plan for growing your business**



**[GrowYourSmallBusiness.com](http://GrowYourSmallBusiness.com)**