



Biz Hack #1 What's My Plan?

You've just got your qualification. You've decided on a business name and now have insurance. You're a spanky new member of your chosen industry association. Are you now finding yourself sitting around, twiddling your thumbs, waiting for the clients to bang down your door? Questioning yourself on what's next?

Whilst you're busy searching for all the new clients, I want you to think about a few things. Your mind may have already started ticking over during 'practice management' modules in terms of strategic planning, further training and setting realistic budgets and target incomes.

There is a couple of really big-ticket items I suggest to all of my coaching clients, before you get yourself super busy.

I recommend to all of my clients that they need a 'strategic plan'. A good plan doesn't have to be complicated or lengthy. But it should make look at your systems which drive outcomes such as the following:

How much money do you want to make in this financial year? To answer this question, you should be considering how many clients you can comfortably provide services to whilst obtaining good rest. Get your calendar out and work out which days you want to work, and how available you are. Then mark in your calendar your appointment times. It's like asking the universe to get on board with your abundance manifesting plans!

What sort of professional training do you need to do? If you belong to a professional industry association, it's highly likely you will need to complete some form of mentoring or training. It's called professional development, and I'm a huge advocate for always expanding the knowledge base.

So, identify further training based on your budget, logistics and availability to attend. If you can't afford the next big course, consider several short courses spread out over the year. Also consider online information summits, subscriptions and books to source your knowledge. Remember to stick to a budget whilst you're starting up!

Who do you need to touch base with in your network? Your referral network is critical as you first develop the foundation of clients within your business. Always remember that whilst you might be happy to 'treat' anyone, you may not be the right person. So really consider what your ideal client is, so that you can easily identify which other professional may refer this perfect type of client to you!

Developing professional networks takes time. Never be disheartened if someone declines your invitation for a 'get to know you' cuppa. The trick is to send the invitation, and, ensure your 'copy' is succinct and clearly outlines who you are and what you can offer. Sometimes the best starting point is to gain an understanding of your new colleague's ideal client so you know who to refer on to.

Attending as many different practitioners for various services also provides you the opportunity to learn how they work, what services they offer and what traits you might like to mirror or avoid.

Always remember to ask how often the network colleague might like to touch base, never make it a once off meeting. Schedule the future touch base whilst you're at the initial 'meet and greet'. Alternatively touch base within professional domains like LinkedIn and share articles which may be of interest.

Some of the best working relationships I've developed, have been based on someone reaching out with information they thought may have been of interest to me. This demonstrated their interest in me and what I do. It then generated a fascinating technical discussion which has led to a massively productive referral relationship.

Need some help and not sure where to help?

Grab yourself a **#bizbuddy**, mentor, virtual assistant and/or business coach to kick start your learning and fast track laying the proper foundations to living your dream life and dream job!



My soul purpose is to support people to *'bloom from within'*. How they decide to do that is up to them, I'm just the CHANGE FACILITATOR!

Want to get to know my vibe? Follow me on Facebook - <https://www.facebook.com/changechick/>

For more information watch my Strategic Business Plan Webinar.

Want to book a chat visit www.karenhumphries.net.au/bookings