

Read This Page First

This is my simple, one-page business plan for my business.

Your goals do not need to be as aggressive as mine.

Simply take my format and replace my information with your information for your business.

Keep in mind, this is a living, breathing document. Update it frequently. Refer to it often. Let it guide you in your business.

When you finish your first draft, email me a copy to mrchuckholmes@gmail.com and I will review it free of charge, and share my thoughts with you.

Enjoy.

For more free resources, and training, check out my website.

www.CharlesHolmes.net

Chuck's 2024 Business Plan

As of November 6, 2023

Mission Statement: To help people succeed in network marketing.

My Target Market & Overall Strategy: *My target market is current and former network marketers.* I will leverage content marketing, attraction marketing, and paid advertising to educate people about the network marketing industry. I will recruit people who approach me about my opportunity.

Unique Selling Proposition: People want to work with me because I am a No B.S. Network Marketing Professional. I am highly skilled, and my focus is serving and helping others.

Vision (5-Year Plan): By December 2028, I will have a team of 100,000 affiliates/members and earn \$750k per year between my MLM Business and blog.

This Year's Business Goals (January 1, 2024 to December 31, 2024):

- Publish 1,300 pieces of content (600 YouTube videos, 300 Facebook Reels, 300 YouTube Reels and 100 blog posts).
- Edit 300 old blog posts.
- Generate 6,000 leads.
- Personally recruit 180 members/affiliates.
- Reach DIAMOND rank and have a team of 10,000 members and affiliates.
- Achieve \$20k monthly income between blog and MLM Company by DEC 2024.

Daily Mode of Operation (Monday-Saturday):

Big Daily Goal: Create 5 pieces of fresh content daily.

Daily Time Commitment: 2-4 hours

Daily Activities:

- Publish 5 pieces of content per day (YouTube, blog posts, Reels, etc.)
- Edit 1 blog post per day.
- Email my list daily.
- Buy one paid ad per day (Craigslist, Safelists, Classified, etc.).
- Send welcome emails to new team members daily.
- Mail 10-20 postcards per day.