The GiveBiz Club Presents:

Business Plan Starter Pack

In one afternoon...

Plan a profitable business, using expertise you already have, that funds your dreams *and the causes you believe in.*



Inside:

- 12 core business plan components (using easy fill-in-the-blanks)
- Complete Offer & Sales Strategy (pg 8)
- Fastest, easiest way to validate your idea
- **BONUS Video Guide**: Plan Your Profitable GiveBiz In One Afternoon

Watch The Class

OUR GUARANTEE:
100% GiveBiz content is created by real, live humans.
AI used only for organization, graphics, formatting.

You Need a WHY & a WHO to Start (not Permission)

Learn:

ANY Business can be a Giving-Business by solving one problem for one person.

The difference is where the extra money goes.

Create:

The reason I'm starting this business is:

_____.

Extra profits will go to causes such as:

_____, and _____.

How this contributes to your Business Plan:

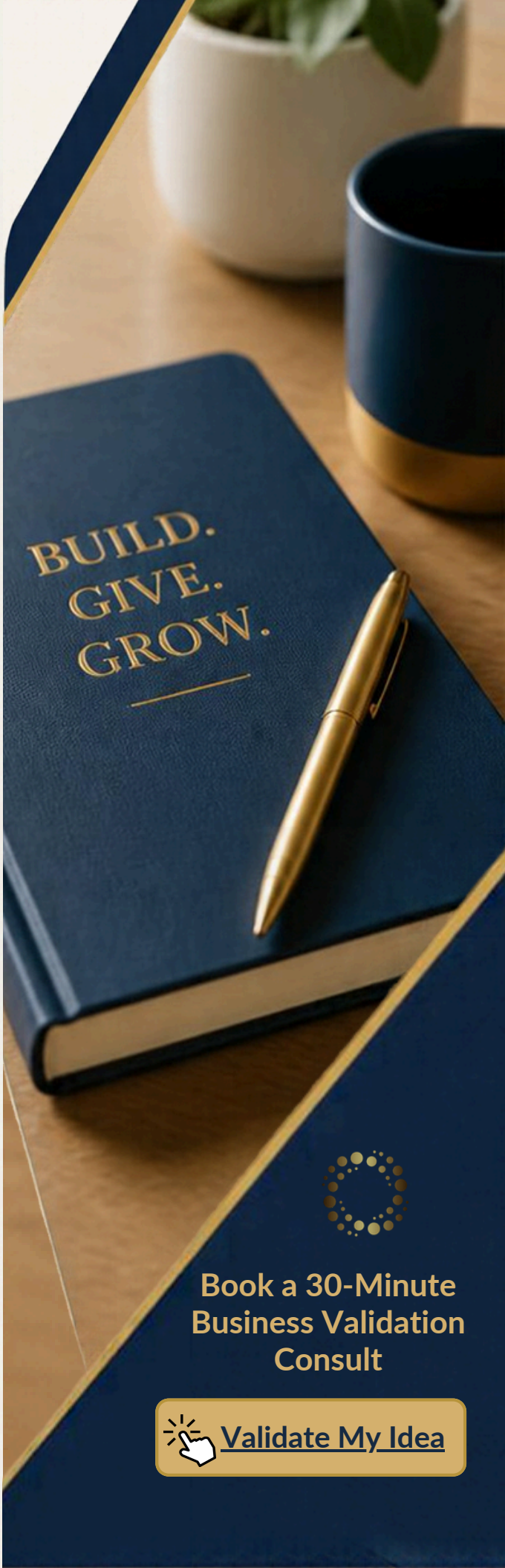
Your "WHY" carries you through the challenges. It's the foundation of your **Mission, Vision, and Values**.

Action

Write down the one skill or result *you already know* how to help people get.

Result

THIS is your starting point.



Book a 30-Minute Business Validation Consult

Validate My Idea

Your Story Is Your First Business Asset

Learn:

People buy from people they trust.
Your story is proof the RESULT is possible.
This is the foundation of your brand.

Create:

I used to struggle with _____.
Then I did _____, _____, and _____.
Now, _____, and _____ are possible.

How this contributes to your Business Plan:

This supports your **Brand Pillars** & helps you connect with your **Ideal Customers.**

Action

Identify three topics that highlight your journey (and you also LOVE talking about).

_____

_____

Result

Credibility that builds trust with future clients.



Book a 30-Minute Business Validation Consult

Validate My Idea

One Person. One Problem. One Result.

Learn:

You cannot serve everyone. Pick one person with one urgent problem and one clear outcome they want.

Create:

I help _____ who struggle with _____ and want _____.

How this contributes to your Business Plan:

This informs your Discovery Interviews, which are the backbone of your **Market Analysis**.

Action

Speak your “I help...” statement to at least one person today (yes, out loud).

Result

A clear statement that attracts great clients.



Book a 30-Minute Business Validation Consult

Validate My Idea

Sell the Result
(Not Your Time)

Learn:

Clients do not pay for your hours. *They pay for the outcome they get after working with you.*

Create:

The Result I Deliver:

In ____ # of days, my customer is able to:

_____.

How this contributes to your Business Plan:

This is the basis of your **Priced Offer**, your **Core Curriculum**, and your **Lead Generation Strategy**.

Action

Speak your "Result Statement" to at least one person today (yep, out loud again).

Result

An offer that's ready to be priced.



Book a 30-Minute Business Validation Consult

Validate My Idea

Pick a Price Based on the Result (not your worth)

Learn:

Price from the value of the outcome, not from your insecurity.
Your first price is a guess.
You will iterate.

Create:

The result I create is worth at least $_____ to my customer, so my starting price will be $_____.

How this contributes to your Business Plan:

This informs your **Profit & Loss Statement**, and your key Financial Trackers: **Break-Even, MattressMoney, and GiveGoals.**

Action

Say your price out loud five times.
(Bonus: while looking in the mirror)

Result

A price you can offer without apologizing.



Book a 30-Minute Business Validation Consult

Validate My Idea

Generate the Feeling Before You Make the Offer

Learn:

Every thought sparks a feeling.
Feelings drive your actions, which create your results.
Everything gets easier when you can generate feelings on purpose.

Create:

Before I make an offer, I want to feel _____. The thought that helps me generate that feeling is _____.'

How this contributes to your Business Plan:

This is the FTEAR framework you will use to write **compelling copy**, make **offers**, drive **sales**, and deliver your **curriculum**.

Action

Practice generating one feeling 3x today.

Result

A powerful tool for speaking and selling with ease.



Book a 30-Minute Business Validation Consult

Validate My Idea

One Path from Stranger to Client

Learn:

Every offer contains many micro-offers:
[Click... register... show up... buy...]
Selling gets easier when you know your customer's "Before-and-After Thoughts" for each micro-offer.

Create:

My initial micro-offers ideas:
Social Posts about _____
Free Guide called _____
Consult called _____
Offer for _____

How this contributes to your Business Plan:

This becomes your **Go-To-Market Strategy**.

Action

Map your four micro-offers + "Before-and-After Thoughts."

Result

A working Customer Journey (funnel).



Example:
(Business Education Program)

1 SOCIAL POST

Before:
"It's too hard."

After:
"I could take THAT first step."

2 FREE GUIDE

Before:
"How's this gonna help?"

After:
"It's easier than I thought."

3 CONSULT

Before:
"Is this another pitch?"

After:
"I'm clear on my next steps."

4 SIGNATURE OFFER

Before:
"Life might get in the way."

After:
"Support makes this all DOABLE."

Every Post is a Micro-Offer

Learn:

Every piece of content should “hook” attention, tell a story, make an offer, and call for one clear action (CTA).

Create:

Hook: Are you tired of _____?

Story: I used to _____.

Offer: Now I help people _____.

CTA: Follow, Comment, or Download Guide.

How this contributes to your Business Plan:

This helps build your **Organic Marketing Plan** and Content Bank.

Action

Write four Hook-Story-Offer-CTA posts.

Result

A simple content system.



Book a 30-Minute Business Validation Consult

Validate My Idea

Every Message is a Micro-Offer

Learn:

Emails and DMs are not spam *when they solve a problem.*
Your first messages are conversations-starters, not sales pitches.

Create:

Hey _____,

For so long, I struggled with _____, so I made a guide called _____ to help me _____, and _____.

Want me to send it to you?
It's completely free, and I hope it helps you too.

How this contributes to your Business Plan:

Email & DM Sequences become a critical part of your **Sales Pipeline.**

Action

Customize one Email and one DM template and send it to at least three people.

Result

An authentic message you can repeat.



Book a 30-Minute Business Validation Consult

Validate My Idea

Lead Your Business Before it Leads You

Learn:

Mind-management moves a plan from theory to real action. You need beliefs that hold up under pressure and at least one technique that regulates your nervous system.

Create:

I am feeling _(negative emotion)_, which makes sense because _____, but I am still committed to _____.

How this contributes to your Business Plan:

This supports your Company Leadership, Visibility, **Marketing**, and **Sales** Conversations.

Action

When you notice tension, breathe in through your nose for 6 seconds, then exhale through your mouth for 12 seconds.

Result

Courage, consistency, and conviction on demand.



Book a 30-Minute Business Validation Consult

Validate My Idea

Plan the Result, Then Take Action *Backwards*



Learn:

To-Do lists keep you busy. Results keep you focused on your mission.
Every week, plan specific outcomes, not just endless tasks.

Create:

By __(date)_____, I will have ___(result)____.

I will measure completion by ___(metric)____.

How this contributes to your Business Plan:

This protects your Mission from scope creep, tangents, distractions and endless spinning.

Action

Write one result you will complete tomorrow.

Result

A results-based approach you can repeat, *and the ability to trust yourself.*

RESULT-FIRST WORKSHEET

1. DATE

2. RESULT

3. COMPLETION METRIC

The Skill That Makes Everything Else Work



Learn:

The fastest way to make Expert Assessments is to ask two questions after every business attempt:

1. What went well?
2. What will I do differently next time?

Create:

I just attempted _____.
2 things that went well: _____.
1 thing I'll change for next time: _____.

How this contributes to your Business Plan:

This informs your **Quarterly Reviews** and Drama-Free Iteration Decisions.

Action

Expertly assess an action you took for your Health, Wealth, & Relationships this week.

Result

A drama-free process for continuous improvement & expansion.

What went well?

What will I do differently next time?

Done Is Better Than Perfect

Learn:

A working offer, simple business plan, and sales funnel are enough to begin.
(B- work beats A+ perfection every time.)
You never need permission to declare completion & begin the next iteration.

Declare:

After completing this Business Plan Starter Pack, I now have my:

- **Simple Business Plan**
- **Customer Journey Map**
- **Customized Sales Psychology**
- **Crucial Entrepreneurship Skills:**
  - **Mind-Management**
  - **Nervous System Regulation**
  - **Drama-Free Iteration**

Your Next Steps:

You now have the keys of a Giving Business.
You're ready for the next step:
Validate Your Business Concept

Action

Schedule Business Validation Consult 👉🏽

Result

A business ready for paying customers.



Book a 30-Minute Business Validation Consult

Validate My Idea

One-Page Business Plan

Why

The reason I'm starting this business is:

Extra profits will go to causes such as:

Story

I used to struggle with _____.
Then I did _____, _____, and _____.
Now, _____, and _____ are possible.

Client

I help _____ who struggle with _____ and want _____.

Result

In ____ # of days, my customer is able to:
_____.

Price

The result I create is worth at least $_____ to my customer, so my first price will be $_____.

Offer

Before I make an offer, I want to feel _____. The thought that helps me feel that is _____.'

Courage

I am feeling _(negative emotion)_, which makes sense because _____, but I am still committed to _____.

Micro Offers

My initial micro-offers ideas:
Social Posts about _____
Free Guide called _____
Consult called _____
Offer for _____

Post

Hook: Are you tired of _____?
Story: I used to _____.
Offer: Now I help people _____.
CTA: Follow, Comment, or Download Guide.

Message

Hey _____,

For so long, I struggled with _____, so I made a guide called _____ __ to help me _____, and _____.

Want me to send it to you?
It's completely free, and I hope it helps you too.

Result

By __(date)___, I will have __(result)__.

I will measure completion by _(metric)_.

Assesments

I just attempted _____.
3 things that went well: _____.
1 thing I'll change for next time: _____.

Your Team



When enough new clients came to us after spending hundreds of thousands on failed courses and agencies, we realized why those things will never work for generous teachers.

You already have the expertise. You just need someone to look at your business idea and tell you the truth.

On a Business Concept Validation Call, we will review your plan, help you test your concept, and get crystal clear on your next step so you avoid spinning and go straight to prospering.

We built The GiveBiz Program because generous teachers building profitable Giving Businesses is what truly helps communities thrive.

After 23 years, we've seen what works and what doesn't, and we know how to spot the difference fast.

We'll help you get clarity on your concept and give you a clear recommendation for your next best step, whether that's working with us or not.

Before you spend months building a business in your basement, and thousands of dollars piecing together courses on sales, marketing, and delivery, **book a call with us for $36.**

Excited to meet you & your GiveBiz,

~Kendra & Melissa

Book a Business Validation Call

Validate My Idea!