

# THE 5 MS OF A BUSINESS PLAN

These five points will help you get your business off to a fast start.

## 6. Money/Motivation

- What is your money/income goal per month? \_\_\_\_\_
- Why are you building a business? \_\_\_\_\_

## 7. Manpower/Team

- Fast Start/Upstart Challenge: 80/40/20/10 “Law of Numbers”
  - 80 Contacts in your warm market
  - Of those 80 contacts in the warm market, 40 could be ready to make a commitment to come to a Corporate Overview or participate in 1 on 1 Corporate Overviews.
  - Of those 40 who attend a Corporate Overview or participate in a 1 on 1 Corporate Overview, 20 could be ready to buy a product.
  - Lastly, 10 out of 80 may be interested in joining WFG.
    - How many people do you want and need to hit your monthly money goal per month? \_\_\_\_\_
    - How many contacts per day do you need to hit your goals? \_\_\_\_\_

## 8. Market

- 76 million baby boomers
- Senior Market, a \$41 trillion + transfer of wealth\*
- Baby Boomers, Children, Generations X and Y
- Relationship marketing
- Which one do you want to start with? \_\_\_\_\_
- Who do you know? (Top 25 List) \_\_\_\_\_

## 9. Management/Field Training

- You are in business for yourself, not by yourself.
- Your mentor/field trainer is \_\_\_\_\_ Phone # \_\_\_\_\_
- Your SMD is \_\_\_\_\_ Phone # \_\_\_\_\_

## 10. Methods/Marketing Tools

- Business Format System (BFS) – to build and manage your business
- MyWFG.com – Track your team
- Marketing Tools: *The Opportunity Company*  
**Note:** There are many other marketing brochures and tools available on MyWFG.com.