



## 2017 MDRT Annual Meeting e-Handout Material

- Title:** The One-Page Business Plan® for Million Dollar Top Producers
- Speaker:** Jim Horan
- Presentation Date:** Monday, June 5, 2017
- Presentation Time:** 3:30 - 5:00 p.m.
- Session Room:** Hilton - Orlando Ballroom III

The Million Dollar Round Table® (MDRT) does not guarantee the accuracy of tax and legal matters and is not liable for errors and omissions. You are urged to check with tax and legal professionals in your state, province or country. MDRT also suggests you consult local insurance and security regulations and your company's compliance department pertaining to the use of any new sales materials with your clients. The information contained in this handout is unedited; errors, omissions and misspellings may exist. Content may be altered during the delivery of this presentation.

© 2017 Million Dollar Round Table

Million Dollar Round Table  
325 West Touhy Ave.  
Park Ridge, IL 60068 USA

#MDRT2017 ORLANDO  
 FLORIDA USA  
 MDRT 2017  
 INNOVATION & INSPIRATION

**Jim Horan**  
*The One-Page Business Plan for Million Dollar Top Producers*

MDRT

---

---

---

---

---

---

---

---

**The One Page Business Plan®**

"You must simplify.  
 You must make the  
 complex simple, then you  
 must make it work."  
 - I.M. Pei  
 Master Architect




---

---

---

---

---

---

---

---

The next level of success always requires...  
**the next level of discipline**

---

---

---

---

---

---

---

---

The next level of discipline in our...



thinking



communication



decision making



execution



accountability

---

---

---

---

---

---

---

---

The next level of success also requires the next level...

- focus
- observation
- creativity
- learning
- mentoring
- systems
- best practices
- accountability
- leadership
- cooperation
- patience
- celebration
- giving



---

---

---

---

---

---

---

---

Today's Agenda



---

---

---

---

---

---

---

---



### Why Plan?

We cannot build...  
what we can not describe!



---

---

---

---

---

---

---

---



Not having a written plan  
makes it almost impossible  
for others to help you grow  
your business!

Get your plan in writing!  
It says you are serious!



---

---

---

---

---

---

---

---



**Adlibbing is for Amateurs**  
*when its important...  
be prepared!*

---

---

---

---

---

---

---

---

Whether I am clear or confused, I always take a large group of people with me.

My OPBP is the receptacle for my clarity.

Pat Shea, CEO  
YWCA Mid-Tennessee



---

---

---

---

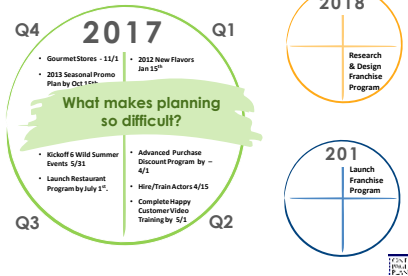
---

---

---

---

The One Page Planning Wheel®



---

---

---

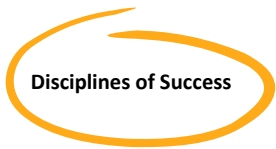
---

---

---

---

---



Disciplines of Success are Predictable...and Learnable

---

---

---

---

---

---

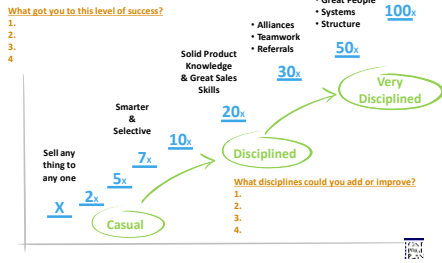
---

---



### Disciplines of Success

(evolution from rookie to rockstar)




---

---

---

---

---

---

---

---

---

---

### Disciplines of Success

(evolution from rookie to rockstar)




---

---

---

---

---

---

---

---

---

---

## THE POWER OF NO!

(ANOTHER DISCIPLINE OF SUCCESS)

**My No's**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

---

---

---

---

---

---

---

---

---

---

Your  
**No's**  
are your  
friends!

Honor them!

Source of  
Wisdom!



---

---

---

---

---

---

---

---

Growth is Complex  
Keep the Plans Clear & Simple

The One Page Business Plan Methodology



---

---

---

---

---

---

---

---

The One Page Business Plan®

**What are we building?**

**Why does this business exist?**

**What will we measure?**

**How will we grow & improve?**

**What is the work to be done?**

**Roberta Jones**  
Personal Assistant  
Global Insurance Company  
Business Plan for 2017

**Vision:** To be the most efficient and effective Personal Assistant in the industry.

**Mission:** To provide exceptional service to my clients and to grow my business.

**Objectives:** To increase my client base by 20% in 2017. To improve my efficiency and reduce my costs by 10% in 2017.

**Strategies:** To focus on high-value clients and to offer a range of services. To use social media and networking to attract new clients.

**Action Plans:** To create a marketing plan and to set up a website. To hire a virtual assistant to help with administrative tasks.

---

---

---

---

---

---

---

---

**Vision Statement**

*(What are we building?)*

*(What will this business look like in 3 - 5 years)*

Within the next \_\_\_\_\_ years grow \_\_\_\_\_ into a \$ \_\_\_\_\_  
(3 to 5) (company name) (est. annual sales)

\_\_\_\_\_ company providing  
(geographical scope) (type of business)

\_\_\_\_\_ and \_\_\_\_\_  
(list 2 - 3 of your key products or services)

to \_\_\_\_\_  
(describe 2 - 3 characteristics of your ideal clients/customers)

---

---

---

---

---

---

---

---

**Vision Statement**

*What are we building?*

Within the next 3 years grow Roberta Jones Financial Advisory Services into a Northern California advisory practice generating at least \$350,000 in gross revenues specializing in personal financial plans and asset management for professional, single moms age 30 to 60 who want to be financially prepared for retirement.

---

---

---

---

---

---

---

---

**Mission Statement**

*Why does this business exist?*

We help \_\_\_\_\_  
(who are you in service of) (benefit of product or service)  
(perfect or ideal client)

---

---

---

---

---

---

---

---



**Mission Statement**  
 Why does this business exist?

We help single moms be financially prepared  
 for whatever life brings them!

---

---

---

---

---

---

---

---

**Objectives**  
 What business results will we measure?

Action to be Taken	Graphable Result	Achievement Date
Increase Total Revenue	from _____ to _____	by _____
Increase Profit before Tax	from _____ to _____	by _____
Increase # of _____ <small>(new or active clients)</small>	from _____ to _____	by _____
Increase # of _____ <small>(cases or policies sold, assets under management, etc)</small>	from _____ to _____	by _____
Increase # of _____ <small>(appts, presentations, closing rate, etc)</small>	from _____ to _____	by _____
Personal: Increase(Decrease) _____ <small>(exercise, weight, vacation, volunteer time)</small>	from _____ to _____	by _____

---

---

---

---

---

---

---

---

**Objectives**  
 What will we measure?  
 (graphable business results)

Action to be Taken	+ Graphable Result	+ Achievement Date
Increase Total Revenue	from \$150,000 to \$250,000	in FY 2017.
Increase # Appointments per week	from 10 to 15	by March 15th
Increase Close Ratio	from 50% to 60%	by May 15th
Increase # of Policies Sold	from 7 to 10 per week	by June 30th
Increase Assets under Mgt	from \$40 to \$50 million	in FY 2017.
Increase Profit before Tax	from \$100,000 to \$150,000	in FY 2017.

---

---

---

---

---

---

---

---

**Strategies**

How will we grow this business?  
 What will make our company successful over time?

Process or Goal	+ How it will be done? (3 How's)
Become locally/nationally known for _____ & _____	
Attract _____ & _____ prospects by _____ & _____	
Incr quality & quantity of referrals by _____ & _____	
Improve close ratio by _____ & _____	
Improve customer service by _____ & _____	
Improve personal productivity by _____ & _____	
Attract & retain key employees by _____ & _____	

---

---

---

---

---

---

---

---

---

---

**Strategies**

How will we grow this business?  
 What will make it successful over time?

Business Building Activity or Goal	+ How it will be done? (3 How's)
Become nationally known for _____	helping single moms be financially prepared for all life events.
Attract professional single moms _____	thru seminars, workshops and referrals.
Increase quality & quantity of referrals by _____	co-marketing with CPA's, estate planning attorneys, biz advisors.
Maximize visibility by serving _____	on community, non-profit, trade & professional Boards.
Increase personal productivity _____	by hiring smart support staff, use of technology, work my plan!
Attract & retain key employees _____	by being visible, successful, solid training, generous pay/bonuses

---

---

---

---

---

---

---

---

---

---

**Action Plans**

What is the work to be done?  
 Projects/Programs that implement Strategies

Project/Program	+ Start/Completion Date
Introduce _____	by _____
Complete _____	by _____
Introduce _____	by _____
Hire _____	by _____
Lease _____	by _____
Install _____	by _____

---

---

---

---

---

---

---

---

---

---

### Action Plans

What is the work to be done?  
Projects/Programs that *implement* Strategies

Project/Program Title	Start/Completion Date
Launch two new client marketing campaigns	starting February 1 <sup>st</sup> .
Purchase & install contact mgmt. system	by March 31 <sup>st</sup> .
Develop coop mktg program w/ CPA & Law firms	By June 1 <sup>st</sup> .
Conduct series of estate planning workshops	starting August 1 <sup>st</sup> .
Lease new office space in Monterey plaza	by October 15 <sup>th</sup> .
Launch "Help a Non-Profit" Initiative	by November 15 <sup>th</sup> .

---

---

---

---

---

---

---

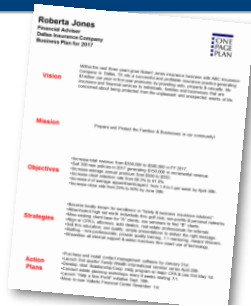
---

---

---

### The One Page Business Plan®

- Complete Plan!
- Clear, Concise, Actionable!
- Focus & Accountability!
- Works at all Levels!




---

---

---

---

---

---

---

---

---

---

*it's almost as easy as apple pie...*

*Let's get started!*




---

---

---

---

---

---

---

---

---

---



Link  
Objective  
PLAN

---

---

---

---

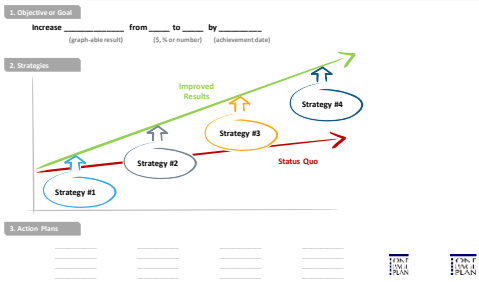
---

---

---

---

**Bend the Curve®** Link Objectives, Strategies & Action Plans




---

---

---

---

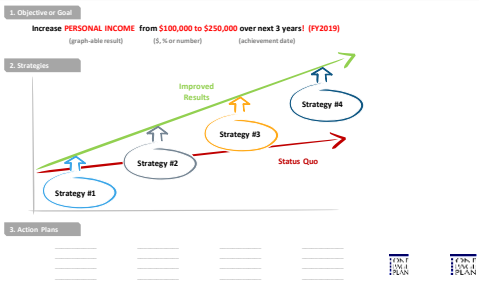
---

---

---

---

**Step 1: Write Your Objective**




---

---

---

---

---

---

---

---

## Step 2 – Brainstorm Strategies

**1. Objective or Goal** Increase **PERSONAL INCOME** from **\$100,000** to **\$250,000** over next **3 years!** (FY2019)  
(graph-able result) (5, % or number) (achievement date)

**2. Strategies**

**3. Action Plans**


**Link Objective to Strategy** **Link Strategy to Action Plan**

---

---

---

---

---

---

---

---

---

---

## Step 3 – Define Action Plans

**1. Objective or Goal** Increase **PERSONAL INCOME** from **\$100,000** to **\$250,000** over next **3 years!** (FY2019)  
(graph-able result) (5, % or number) (achievement date)

**2. Strategies**

**3. Action Plans**

Speak at Local Chapters of Net/She	Learn to golf	Master Public Speaking	Develop Master Mind Group
Volunteer & Sponsor	Be visible at executive events	Develop 3 key presentations	Meet Monthly
Attend Women Biz Events	Public Speaking	Present 2x/month	Give referrals consistently

**Link Objective to Strategy** **Link Strategy to Action Plan**

---

---

---

---

---

---

---

---

---

---

## Bend the Curve® Link Objectives, Strategies & Action Plans

**1. Objective or Goal** Increase \_\_\_\_\_ from \_\_\_\_\_ to \_\_\_\_\_ by \_\_\_\_\_  
(graph-able result) (5, % or number) (achievement date)

**2. Strategies**

**3. Action Plans**


**Link Objective to Strategy** **Link Strategy to Action Plan**

---

---

---

---

---

---

---

---

---

---

Step 3 – Define Action Plans



**Questions?  
Let's talk!**




---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

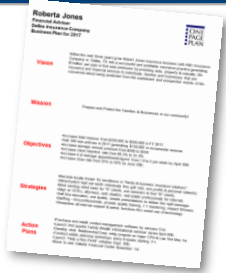
---

---

Your One Page Business Plan®

**How to Get Started!**

- Find a Planning Partner!
- Commit to 1<sup>st</sup> draft in 2 weeks.
- Meet three (3) times to review, critique and give feedback.
- Celebrate completion!
- **Start Implementation!**
- *Meet monthly with your Accountability Partner!*




---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

What if anything will you do differently as a result of our time together today?



---

---

---

---

---

---

---

---



Enjoy the rest of your day!  
Feel free to give me a call!

*Jim Horan, The One Page Business Plan Company*

---

---

---

---

---

---






---

---

Finally, a simple, effective planning process...

# The One Page Business Plan®

Write a clear, concise business plan with key words and short phrases using the sample business plan below as a guide. Your completed One Page Business Plan® should successfully answer the questions to the right of the sample below.






Portland Insurance Agency FY2017 Consolidated Agency Plan		
 <b>vision</b>	<p>Within the next three years grow the Greater Portland Insurance Agency into a \$15 million agency system with three locations providing auto, property &amp; casualty, life insurance and financial services to individuals, families and businesses that are concerned about being protected from the unpleasant and unexpected events of life.</p>	<b>Vision</b> What are you building?
 <b>mission</b>	<p>Prepare and Protect the Families and Businesses in our community!</p>	<b>Mission</b> Why does this business exist?
 <b>objectives</b>	<ul style="list-style-type: none"><li>• Increase total revenue from \$8 to \$10 million in FY2017.</li><li>• Add 2,000 new policies in 2017 generating \$1.2 million in incremental revenue.</li><li>• Increase average annual premium from \$500 to \$550.</li><li>• Increase client retention rate from 88.35% to 91%.</li><li>• Increase # of average appointments per agent from 1.9 to 5 per week by April 30th.</li><li>• Increase close rate from 25% to 50% by June 30th.</li><li>• Increase life insurance referrals from 2 to 5 per week per agent.</li><li>• Hire 5 new agents by April 1st, additional 7 new agents by October 1st.</li></ul>	<b>Objectives</b> What will you measure?
 <b>strategies</b>	<ul style="list-style-type: none"><li>• Become locally known for excellence in "family &amp; business insurance solutions".</li><li>• Build long term relationships w/ prominent bus. leaders - create consistent referral source.</li><li>• Maximize visibility by serving on community, non-profit, &amp; professional boards.</li><li>• Mine existing client base for "A" clients; use seminar marketing system to find "B" clients.</li><li>• Strategic Mktg Alliances - align w/ CPA's, attorneys, auto dealers, real estate professionals.</li><li>• Sell thru education; use computer presentations to assure consistent message delivery.</li><li>• Staffing - hire professionals, provide quality training, 1:1 mentoring, reward Winners.</li><li>• Streamline all internal support &amp; admin functions thru effective &amp; smart use of technology.</li></ul>	<b>Strategies</b> What will make this business successful over time?
 <b>action plans</b>	<ul style="list-style-type: none"><li>• Implement agent incentive reward plan Jan. 15, 2017.</li><li>• Kickoff new agent search/hire process Feb. 1st; Training to begin April 15th.</li><li>• Contribute 1 article/month to Oregonian &amp; Portland Tribune newspapers beginning Feb. 1st.</li><li>• Develop strat. relationship/co-op mktg program w/ major CPA firm &amp; Law firm beg. 5/1.</li><li>• Conduct Credit Union member estate planning workshops every 8 weeks starting July 1st.</li><li>• Launch "Help a Non-Prof t" initiative Sept. 30th.</li><li>• Re-launch High School Financial Program Oct. 1st.</li><li>• Move to new Portland Financial Center Nov. 1st.</li></ul>	<b>Action Plans</b> What is the work to be done?



Simple, clear plans for financial advisors...

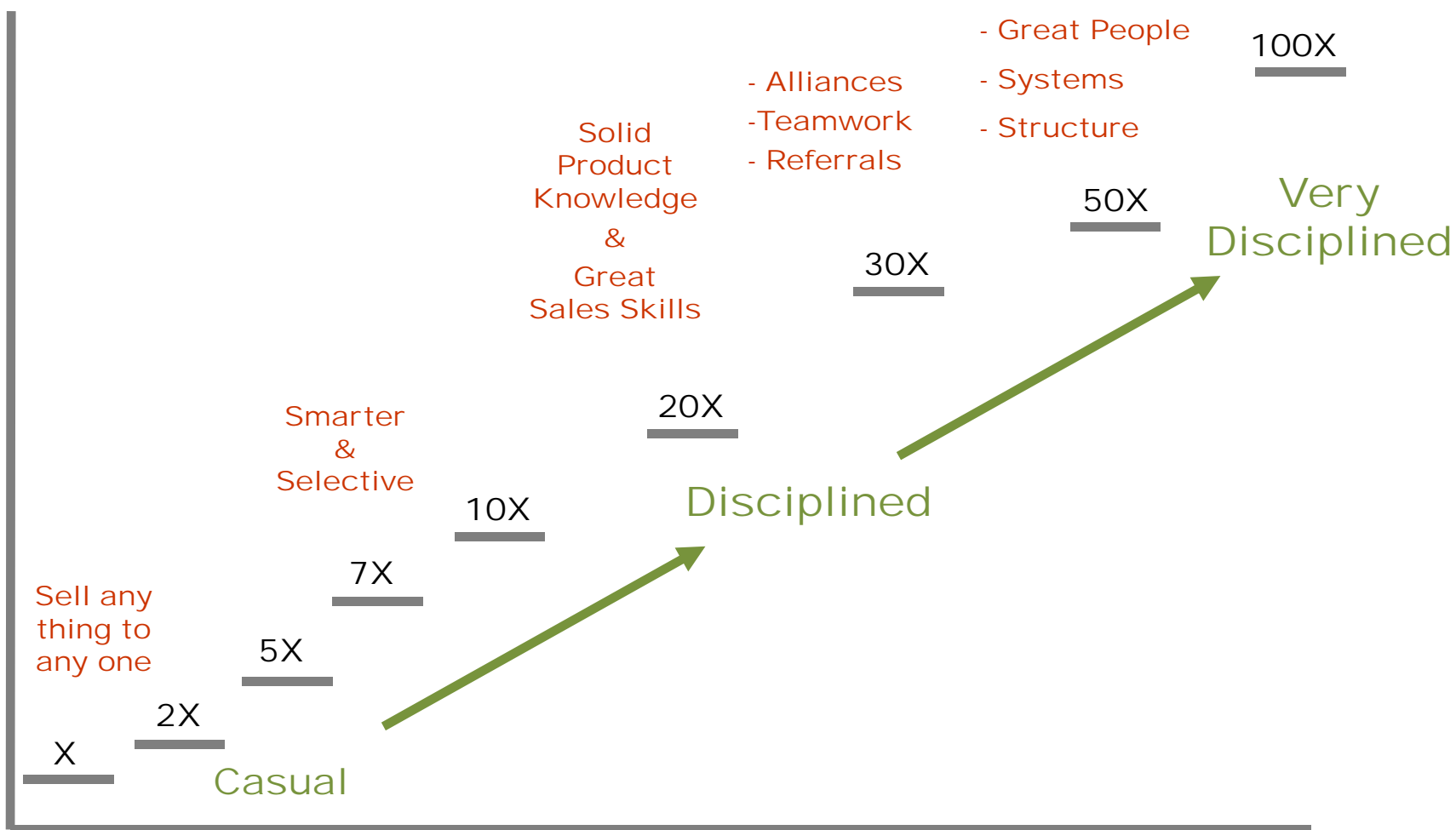
# The One Page Business Plan<sup>®</sup>

Write a clear, concise business plan with key words and short phrases using the sample business plan below as a guide. Your completed One Page Business Plan<sup>®</sup> should successfully answer the questions to the right of the sample below.

	<p>Eileen Johnson, Financial Advisor Family Wealth Counselors, Inc. FY2017</p>	<p><b>Vision</b> What are you building?</p>
	<p>Within the next three years (YE 2019) grow Eileen Johnson, Financial Advisor at Family Wealth Counselors into a consistent MDRT qualifier with \$75 million in AUM, and a minimum of \$700,000 FYC by providing comprehensive plan development, wealth accumulation products and insurance protection in the greater San Diego area to successful career women, business owners and non-profit organizations.</p>	<p><b>Mission</b> Why does this business exist?</p>
	<p>We help families create, preserve and transfer their wealth.</p>	<p><b>Objectives</b> What will you measure?</p>
	<ul style="list-style-type: none"><li>• Increase 2017 gross revenue from \$207,000 to \$315,000.</li><li>• Grow AUM from \$32.7 million to \$45 million.</li><li>• Increase premiums written from \$250,000 to \$400,000.</li><li>• Eliminate all \$0-\$35k households clients by 6/30.</li><li>• Expand +\$100k households clients from 51 to 80.</li><li>• Increase average premium per new client from \$2,000 to \$5,000.</li><li>• Raise number of calls &amp; emails to schedule appointments from 20 to 100 per week,</li></ul>	<p><b>Strategies</b> What will make this business successful over time?</p>
	<ul style="list-style-type: none"><li>• Focus: career women, small biz retirement, non-profit endowments &amp; high net worth families.</li><li>• Attract/solicit high net worth clients thru golf, non-profits, trade assoc &amp; close personal network.</li><li>• Find qualified suspects: networking, COIs, special events, sm biz presentations &amp; referrals.</li><li>• Increase # of calls thru consistent prospecting, developing systems &amp; database management.</li><li>• Increase # of referrals by scripting conversations, sticking to agenda &amp; w/ly COI meetings.</li><li>• Minimize acct transfer threats w/ 5 star customer service, qtrly checkups &amp; relationship mgmt.</li><li>• Utilize marketing asst: increase productivity, face time, improve image &amp; customer service.</li></ul>	<p><b>Action Plans</b> What is the work to be done?</p>
<p><b>action plans</b></p>	<ul style="list-style-type: none"><li>• Complete training and implementation of SMART! database for myself and CSA by 1/31.</li><li>• Launch 2 aggressive marketing campaigns per quarter to clients and prospects starting 3/1.</li><li>• Implement \$0-\$35k household reassignment program starting 4/14; complete by 6/30.</li><li>• Hold 5 successful golf events for clients at Pasatiempo; May, June, July, Aug, Sept.</li><li>• Complete 12 non-profit endowment presentations by 9/15.</li><li>• Schedule &amp; deliver 6 small business retirement presentations between 9/1 and 12/15.</li></ul>	

# Disciplines of Success

(from rookie to rock star)



wrapup



**What will you do differently  
as a result of our time together?**

reflection



**The Power of No!**

# The One Page<sup>®</sup> - Growth Plan

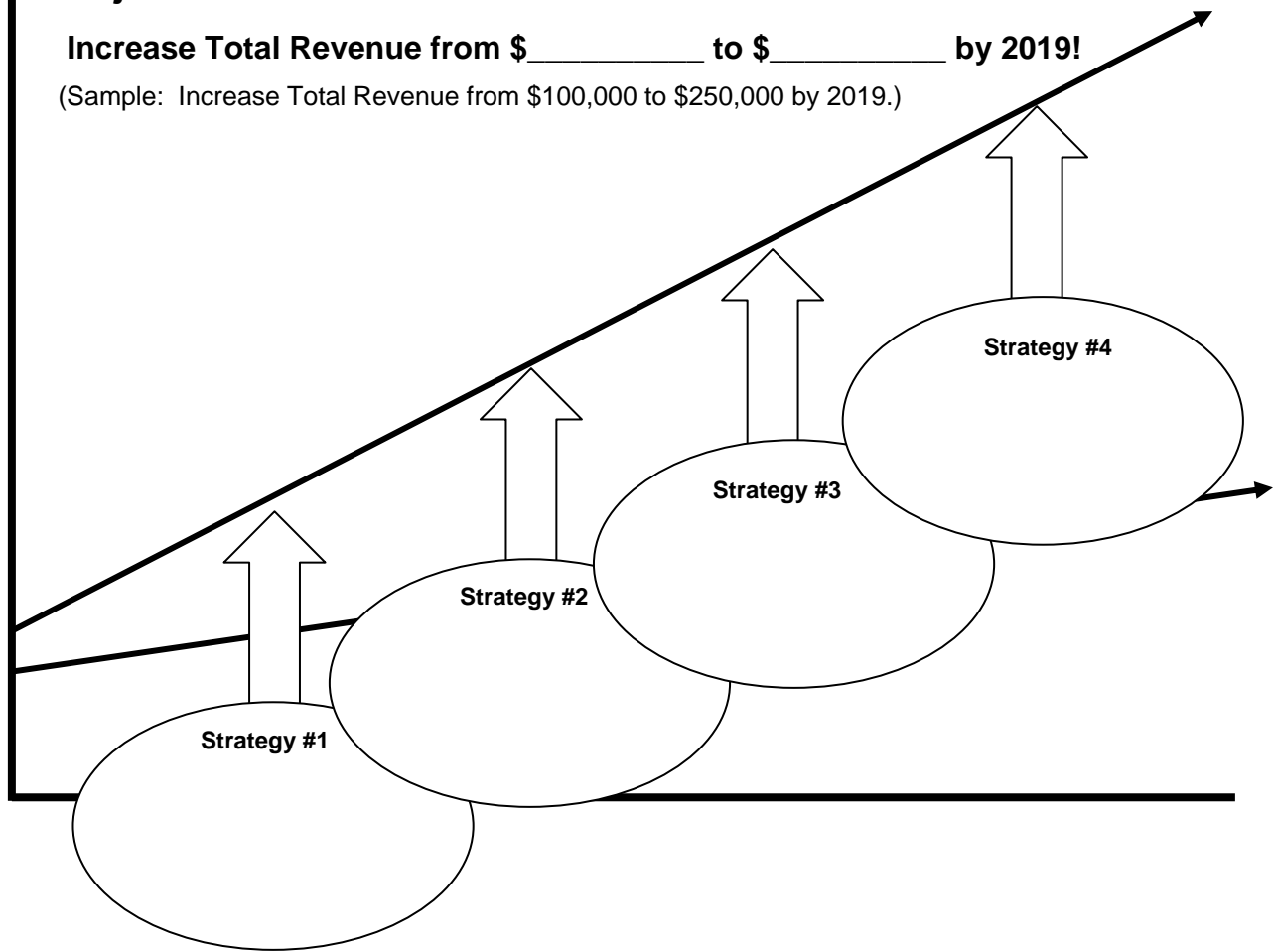
Focus-Action-Results using Bend the Curve<sup>™</sup>

- Step 1: Draft a Sales, Revenue or Production Objective for the next year or 3 years!
- Step 2: Brainstorm up to 4 Strategies critical to achieve this Objective.
- Step 3: List the Action Plans, including Dates and Resources required to implement each Strategy.

**Objective:**

Increase Total Revenue from \$ \_\_\_\_\_ to \$ \_\_\_\_\_ by 2019!

(Sample: Increase Total Revenue from \$100,000 to \$250,000 by 2019.)



	Action Plans #1	Action Plans #2	Action Plans #3	Action Plans #4
Step 1				
Step 2				
Step 3				
Resources				

# Polishing & Finalizing Your Plan

When you return to the office go to

[www.onepagebusinessplan.com/mdrt](http://www.onepagebusinessplan.com/mdrt).

Download this FREE MS Word template and type your plan into it.

Now step back and ask yourself these questions:

1. Does your Vision Statement describe what your company will look like in 3 – 5 years?
2. Does your Mission Statement define the promise you are making to your clients? Is it short and memorable? Will it attract the right new clients? Best employees?
3. Are your Objectives the critical business results you and your team must focus on? Are they realistic, measurable, dated and graphable?
4. Do your Strategies describe how you are going to build your business and what will make it successful over time?
5. Are your Action Plans significant business-building projects/programs that will 1) achieve your Objectives and 2) implement your Strategies?
6. FINAL QUESTION: Does this plan represent your best thinking at this time?

The image shows a screenshot of a business plan template. At the top right, it says 'ONE PAGE PLAN'. The form has several sections:

- Company Name:** [Redacted]
- Planning Unit:** [Redacted]
- Fiscal Year: 200** [Redacted]
- First & Last Name, Title** [Redacted]
- Last Updated:** [Redacted]
- vision:** Type Vision Statement here
- mission:** Type Mission Statement here
- objectives:** Type First Objective here
- strategies:** Type First Strategy here
- action plans:** Type First Project or Program here

At the bottom, it says: © 2010 The One Page Business Plan Company, All Rights Reserved www.onepagebusinessplan.com

If you answered NO to any of these questions...go back and fine-tune that segment of your plan.

We encourage you to share your plan with your partners, your advisor(s) and ask them for their feedback. Most One Page Business Plans become very solid after the third round of edits.

**FINAL STEP: Implement your plan! Monitor your results and progress monthly!**