



The 1 Page Business Plan For Roofing Contractors

Create a professional business
plan in just a few hours



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ONE PAGE BUSINESS PLAN



THE END

Your Destination and Road map To Get There



THE CUSTOMER

The What, Who, Where, Why



THE FOCUS

The One Minute Elevator Pitch



THE SWOT

Strengths, Weaknesses, Opportunities, Threats

THE OPERATION

Sell Work, Do Work, Keep Score

THE PROCESS

The 2 Week Vacation



THE ACTION

The One Thing



THE VIEW

Do You Like What You See

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ONE PAGE BUSINESS PLAN OVERVIEW

The One Page Business Plan is an **8-step template** to give you a *highly focused* overview of your business. It is designed to get you started on the *process of planning* the future direction of your business.

"If you don't know where you are going, any road will get you there."

DO YOU REALLY NEED A BUSINESS PLAN?

If you are satisfied *working for your business* to make wages and are not interested in growing a valuable asset, then the answer would probably be no. But that's not really a business is it?

On the other hand, if your goal is to grow a more profitable business that will work *for you* by providing a great lifestyle for you and your family and which can be sold for top dollar to support you in retirement, then a business plan is a must!

WHY A 1 PAGE BUSINESS PLAN?

The primary reasons that most contractors don't have a business plan is that they have no clear direction they want to take their businesses, they think a business plan takes too much time and is too complicated, or they just don't know how to get started.

I have solved these problems by designing a simple 1 Page Business Plan that can be completed in just a few hours.

This plan is meant to get you started quickly on the *process of planning*.

After answering the simple questions, filling out the blanks, and printing it out you will have a clear outline of where you want to go and a roadmap to get you there.

With this *outline* you will have the foundation and building blocks to design a full blown business plan. You can then present it to your team so they will all be clear where you are taking the company and what needs to happen to get everyone there.

HOW TO FILL OUT THE 1 PAGE BUSINESS PLAN

You will need Adobe Acrobat, a free download, to fill in the blanks on the PDF form and be able to print it.

The fillable fields are intended to be very short to force you to be concise and focused with your answers.

If you have any questions or need help with the plan feel free to contact me at dave@theroofershow.com

STEP #1: THE END.

Most contractors get so caught up in the day-to-day problems that they lose sight of where they want to go. That is, if they actually were heading somewhere other than just struggling for wages.

This is why we always start at the end. Your destination. Your last day of work.

As a business owner investing your blood, sweat, and tears into a business you have only two goals. Number one is to provide a good lifestyle for you and your family, and number two is to build a saleable asset that will support you in your retirement.

Unfortunately, an overwhelming number of business owners won't do either and end up just closing the doors.

Only by starting at the end, or your destination, can you reverse engineer a roadmap to get you there. That might be selling the company to an outside investor or employee, or turning your business over to a family member. It takes careful planning to stay on the most direct path to that mountaintop.

STEP # 2: THE CUSTOMER

In this step, you will take a hard look at the customers that you want to do business with.

Most contractors want to be everything to everybody, and that is a sure path to failure. Or at least a very painful journey, where you are too beat up to enjoy the fruits of your labor when you finally make it to the end.

The *What* is clearly understanding what your company does well and where your best opportunities will be.

It may be residential or commercial. New or retrofit. Bid or negotiated. Focus on the most profitable opportunities and get rid of the others. That is what successful contractors do. The riches are in the niches!

The *Who* is clearly understanding your ideal customer.

Who is that one customer you have that you wish you had a hundred just like? The one that makes it all worthwhile. Specifically, what are the qualities of that ideal customer and how do you attract this type of customer?

The *Where* is focusing your efforts on finding that ideal customer.

Or, more importantly, where they are going to find you. If high-end residential is your "bread and butter," then you don't want to waste a dime on a neighborhood where homeowners can't afford you.

The *Why* is what makes you different from and better than your competitors.

Why would they buy from you and not the competition? If you can't clearly explain to your prospects why you are the best contractor for the job, then you're just a commodity. And they would be crazy not to take the lowest price.

You will define your *unique selling proposition* (USP) to show your prospects why you're the obvious choice even when you have a higher price.

STEP # 3: THE FOCUS

In business school, they taught us the first thing in designing a business plan is coming up with your mission statement. Well, this is the real world. A mission statement is a great exercise to focus down on what your business does and what you do for your customers. But, I found that once we put it on that plaque that hung on our lobby wall, it just lost its meaning in the day-to-day real world.

Instead, this step will help you develop a focused one-minute elevator pitch that you can use every day to attract your ideal customers.

It is a message that clearly explains what problem you solve, how you solve it better than your competition, and what action you want them to take. All in less than 30 seconds.

Instead of your prospect heading for the door, they will be asking you to tell them more.

Never stumble again when a potential prospect asks you, "What can your business do for me?"

STEP # 4: THE SWOT

What are your Strengths?

What does your company have that may give you an advantage over your competition? Maybe you have a hard working, loyal workforce that gets the job done. Or maybe you have a strong lead generation system. You'll discover what these strengths are so you can play them up when interacting with potential customers.

What are your Weaknesses?

Every business has some weak areas where costly mistakes resulting in profit leakage are being made. This may be in the area of job supervision, or this could be in your sales closing ratios. You'll identify your weaknesses so you can either improve or just work around them.

What are your Opportunities?

Those that saw the recession coming adapted and prospered. Those that didn't are out of business. Are there new markets to move into or new products that could give you an advantage? You'll learn to identify then dominate them!

What are your Threats?

I have known many companies that were seriously damaged by unhappy employees being poached by the competition. If you don't have a clearly focused *system* to recruit, train, and retain your most valuable assets, then you could be in for an uphill battle!

STEP # 5: THE OPERATION

I have always found that business is pretty simple.

Sell work. Do work. Keep score. The 3 legs of a stool.

The difficult part of business is keeping that stool strong and sturdy. One or two of the legs tends to get weak at times and may even fall over.

You may have a full book but don't have the qualified installers to do the work. Or, you don't have enough work to get your key players off the bench and onto the field. Or, you have the work and the labor to do it and are going gangbusters. The problem is your scorekeepers (bookkeeping) can't get the project reports to the field, so profitability suffers. Jobs aren't billed on time, causing you to run into a cash crunch.

The plan template will help you look at each of these areas of your operation to make sure that stool stays strong and sturdy at all times throughout the year.

STEP # 6: THE PROCESS

You just won a 2-week all-expense-paid vacation to Hawaii!

The only catch is you have to leave Monday. Most contractors would not be able to take it because they know that their business couldn't run without them.

They never created the *systems and processes* necessary to build a company that didn't rely on one or two key people. There are no written systems for all critical operations where the steps for each position are clearly defined and responsibilities assigned.

I know about this first hand! My father built a good business but never delegated the responsibilities to others. He worried that things wouldn't get done unless he did them himself.

He figured he would do the things he wanted when he retired. But he never made it. He suffered a heart attack from the stress of doing everything himself.

I knew I wanted to do it differently. And I did. It didn't happen overnight, but after we had the systems and the responsible people in place, I was able to travel the world and watch my three boys grow up at an age where I could still enjoy it. And so can you!

STEP # 7: THE ACTION

At this point in the planning process, you should have a clear understanding of the current state of your business and where you want to take it.

But a plan without action is worthless!

This step is about putting your plan into action. Bold action! But rather than creating a long list of to-dos, it is time to focus down to one action. The One Thing!

What's the one thing you could do to make the biggest difference in the success of your business? It's the focusing question of what matters most. It's not your only thing. It's the one thing right now.

Maybe it's creating a system to improve your sales closing ratio. Or it could be starting a high-profit service department.

With the end in mind, write down the steps required to accomplish that one thing. Assign responsibility for each step and a firm date when it will be accomplished. It's the process of doing those things that will have the biggest impact on your business success.

STEP # 8: THE VIEW

I have known too many contractors over the years that only focused on getting to that "pot of gold" - getting out of this business in one piece and retiring.

The problem was, they didn't like what they saw once they got there.

Some were bored because they were chained to their business and never developed any hobbies or interests and just didn't know what to do with themselves. All they ever knew was work! Or with no real plan, they moped at home driving both themselves and their spouse crazy. Or, they never built a business that was truly saleable and could not financially support themselves in retirement.

Most contractors don't do any exit planning and find out the hard way that their companies just don't have much value unless the owner stays on working at the business. Which kind of defeats the purpose doesn't it? The point is, be careful what you wish for. When you finally arrive, the end of the line may be different from what you expected.

Be sure you are going to like the view!

Here's to your success,

Dave

1 PAGE BUSINESS PLAN

Date: _____

YOUR END

Destination:

YOUR CUSTOMER

What:

Who:

Where:

Why:

YOUR FOCUS

Pitch:

YOUR SWOT

Strengths:

Weaknesses:

Opportunities:

Threats:

YOUR OPERATION

Sell Work:

Do Work:

Keep Score:

YOUR PROCESS

2 Week Vacation:

YOUR ACTION

The 1 Thing:

The View:
