

Business Plan #1 for S corporations, (or for network marketers operating in only one entity.)

Each business plan for an individual business entity should begin with these, or very similar words.

Business Plan for (S Corp Name)

A marketing consulting company.

Our goal is to build our (Network Marketing Company) network marketing income to the highest level we can attain.

Because our (Network Marketing Company) network marketing income is based on sales made directly to our downline organization by (Network Marketing Company), and because it takes a very large downline organization to achieve the income levels we are aiming at, we have determined the only way to reach our goal is to attract people who will build our downline organization and make those sales for us. Our downline organization will grow because of the efforts of those people, rather than our own efforts.

This will involve two things, finding and attracting these people into our downline organizations; and then, once they are in our downline organization, training, supporting and leading them.

Concentrate on the money Flow as you complete the following. If you don't spend money on it, it doesn't need to be mentioned.

This is how we will market.

We will do the following things to attract people to build our downline organization.

Then make a list of the things ...

We will do the following things to train, support and lead our downline organization.

Then make a list of the things ...

This is how we will operate ...

Then make a list of the things ...

These are the things we will do which are unique.

Then make a list of the things ...

Concentrate on the money flow

In the body of your Business Plan make sure your overall business plan meets these five requirements: profit motive, valid business purpose, ordinary, necessary and reasonable.

Business Plan #2 for S corporations. For the use of Network Marketers operating with at least one S corp and a C corp.

Each business plan for an S corporation used in conjunction with a C corporation should begin with these, or very similar words.

Business Plan for (S Corp Name)

A marketing consulting company.

Our goal is to keep our (Network Marketing Company) network marketing income flowing at its present level.

Because our (Network Marketing Company) network marketing income has become entirely dependent on the efforts of other people in our downline organization, in order to reach that goal on a continuous basis we have determined it is necessary to make those people happy and productive by providing recognition, training, support and leadership.

In order to accomplish that we will outsource those functions to another company, (C Corp Name), who is in the business of providing those services to network marketers.

The income left in this company will be passive, non earned income resulting from the efforts of other people. The income resulting from our efforts will be reported by (C Corp Name).

Then make a list of the things you do to operate ...

In the body of your Business Plan make sure your overall business plan meets these five requirements: profit motive, valid business purpose, ordinary, necessary and reasonable.

Business Plan #3 for C corporations. For the use of Network Marketers operating with at least one S corp and a C corp.

Each business plan for a C corporation used in conjunction with an S corporation should begin with these, or very similar words.

Business Plan for (C Corp Name)
An outsource provider of support services.

Our goal is to perform contracted, fee based marketing and downline support services to our client companies.

We will do the following specific things to achieve those goals ...

Then make a list of the things you do to operate ...

Concentrate on the money Flow as you complete the following. If you don't spend money on it, it doesn't need to be mentioned.

This is how we will market.
We will do the following things to attract people to build our downline organization.

We expect those contracted support services to include recognition, training, support, leadership, and such other services that shall be contracted for. Our income shall be fees paid by the companies we are contracted with, from their downline organizations, and/or from the general public.

Then make a list of other things.

We will do the following things to train, support and lead our downline organization.

Then make a list of the things.

This is how we will operate ...

Then make a list of the things.

These are the things we will do which are unique.

Then make a list of the things.

Concentrate on the money flow. If you do not spend money on it, it doesn't need to be mentioned.

In the body of your Business Plan make sure your overall business plan meets these five requirements: profit motive, valid business purpose, ordinary, necessary and reasonable.