

SAMPLE BUSINESS DEVELOPMENT ACTION PLAN

Goals (specific and measurable)	Actions required to reach goal	Date due	Status	Outcome, Follow up, Notes
e.g. Get research on my competitors in my market and niche	<p>Go on internet to search using LinkedIn, Facebook, Twitter, key word, Yellow Pages</p> <p>Call my mentor, Maria Albi to see who she knows doing the same type of coaching work</p> <p>Go to coaching federation website to see who is registered as a coach in my niche</p>	January 14	Done	<p>ABC Coaching (www.theabcsofcoaching.com) offers financial management coaching in Toronto. Hourly coaching rate is \$150.</p> <p>Coach's Corner (www.coachescorner.com) focus is on debt management in southern Ontario. Package rate deals and hourly rate of \$100.</p>
Determine good hourly rate and pricing plans for my services	Similar to above	January 21		
Contact Chamber of Commerce to see if I can present my services to other members	Meet with Sandra Marvin at Chamber to pitch the idea to her.	January 31		