

# RAPID RECON PLAN

W O R K B O O K



**LEVEL UP**  
*YOUR* **START-UP**

# RAPID RECON PLAN

YOUR REAL WORLD BUSINESS PLAN

**Every business needs a Business Plan!** Sure, most small business owners don't take the time to create one... *and most small businesses fail within 5 years.* The simple fact is that creating a business plan will **significantly improve your chances of success**, or it may show you that the business idea isn't a very good one after all.

But Business Plans are *long* (30-40 pages), *complicated* (they require creating complex financial projections), and they take significant *research* to complete (you need to do a LOT of market research and understand some core marketing concepts you may not know if you weren't a business major in college). They can also take *40-50 hours* or longer to write. It's simply not realistic or feasible for most small business owners to create a fully functional Business Plan.

**You need a Business Plan that gets you answers, FAST.**

That's why I created the Level Up Your Start-Up Rapid Recon Plan (RRP). This is a short, simple, Business Plan that allows you to **quickly assess if a business idea is viable**. By viable, I mean that you have a clear understanding of what you are offering, how you are offering it, who would be buying it, who is your competition, the potential problems, and most importantly, **whether it can be profitable**.

This plan is not for the bank or your investors – that's what a traditional Business Plan is for. The RRP is just for you. **It's the down-and-dirty, cut-to-the-chase, will-this-idea-make-money, assessment that you absolutely need to do BEFORE starting your business or creating a new product.**

There are three important sections in the RRP:

- (1) The Business Concept
- (2) The Market
- (3) The Breakeven Point

**Complete each section in this workbook and you'll have the answers you need. Fast.**

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1

# SECTION

THE BUSINESS CONCEPT

WHAT are you doing...  
and WHY?

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# THE BUSINESS CONCEPT

List the main products or services you will sell in the first year of operation.

For each, briefly describe:

- WHAT IS IT?
- WHO IS IT FOR?
- HOW DOES IT HELP?  
WHAT NEED DOES IT FILL?

Most new companies focus on just one or two products or services.  
You should not introduce more than three at a time or you may  
become too overwhelmed and lose focus.

## PRODUCT 1

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## PRODUCT 2

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## PRODUCT 3

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# THE BUSINESS CONCEPT

## MISSION STATEMENT

Why are you doing this now? What is happening in the economy and the market and why are you motivated to start this business?

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Is this the best time to enter this market, or would there be a better time? Why?

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Objectives: What are your goals for the first year of sales?

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If your business is successful 5 years from now, what does it look like? What are your big goals and dreams?

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# 2

## SECTION

### THE MARKET

WHO is your target market?  
WHO are your competitors?

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# THE MARKET

WHO IS YOUR TARGET MARKET & YOUR COMPETITION?

## YOUR IDEAL CUSTOMER

### MY IDEAL CUSTOMER

Describe your ideal customer. Who are they? What type of person are they? What do they currently do? Are they married? Kids?

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### DEMOGRAPHICS

Provide the following information about your ideal customer.  
Be crystal clear about who your ideal customer is:

- AGE \_\_\_\_\_
- GENDER \_\_\_\_\_
- EDUCATION \_\_\_\_\_
- OCCUPATION \_\_\_\_\_
- JOB TITLE \_\_\_\_\_
- INCOME \_\_\_\_\_



### GEOGRAPHICS

Where is your ideal customer located?(state, city, town, online forums)

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Where is your ideal customer NOT located (places to avoid marketing)?

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# THE MARKET

## WHO IS YOUR TARGET MARKET & YOUR COMPETITION?

### PAIN POINTS

Describe your ideal customer's pain. What are their frustrations or problems that keep them from reaching their dreams and goals?

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### FEARS

Describe your ideal customer's fears. What do they want to avoid?

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### DREAM ACHIEVEMENT

How can your company help your ideal customer achieve their dreams and goals?

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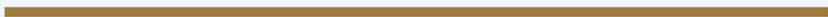
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**" You must clearly understand your customer's dreams, goals, and pain before you can help them relieve that pain and accomplish their dreams.**

**Your product MUST relieve their pain or they won't be interested. "**



# THE MARKET

## WHO IS YOUR TARGET MARKET & YOUR COMPETITION?

### DESCRIBE YOUR TARGET INDUSTRY

Ex. Health Food/Nutrition, Business Coaching, etc.

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IS IT GROWING? \_\_\_\_\_

ARE THERE A LOT OF FUTURE OPPORTUNITIES IN THIS MARKET?

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WHAT ARE THE RISKS OF DOING BUSINESS IN THIS INDUSTRY?

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HOW ARE YOU GOING TO AVOID THESE RISKS?

What are you doing, and why will it help?

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# THE MARKET

WHO IS YOUR TARGET MARKET & YOUR COMPETITION?

LIST YOUR TOP 3 COMPETITORS

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WHAT ARE YOUR COMPETITOR'S STRENGTHS AND WEAKNESSES?

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Briefly describe what makes your product or service **different** from your competitors. Why will your product or service stand out?

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# THE MARKET

## WHO IS YOUR TARGET MARKET & YOUR COMPETITION?

Briefly describe what makes your product or service **better** than your competitors:

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What gives you an **Unfair Advantage**?

What is the strategy, knowledge, or delivery method that is different from your competitors and how will that make you successful?

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What, specifically, are you going to do to ensure your business succeeds?



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3

# SECTION

## THE BREAK-EVEN POINT

Will your product or service  
be profitable?

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# THE BREAKEVEN POINT

WILL YOUR PRODUCT OR SERVICE BE PROFITABLE?

**THIS SECTION WILL DETERMINE:**

- IF YOUR PRODUCT WILL BE PROFITABLE
- HOW MUCH PROFIT YOU WILL MAKE PER UNIT
- HOW MANY UNITS YOU NEED TO SELL TO BREAK EVEN
- HOW MANY YOU WILL NEED TO SELL TO REACH YOUR FINANCIAL GOAL

**DON'T SKIP OR CHEAT  
ON THIS SECTION.**

**IT IS THE  
MOST IMPORTANT  
SECTION IN YOUR  
RAPID RECON PLAN.**

# THE BREAK-EVEN POINT

WILL YOUR PRODUCT OR SERVICE BE PROFITABLE?

## IDENTIFY YOUR START-UP COSTS

*Start-up costs* include all the expenses you need to incur in order to make your first dollar in sales. In other words, all the expenses required in order to open your doors for operation.

This will include your initial rent deposits, build-out/construction, fixtures, decorating, website development, merchant processing set-up, etc.

Do not include reoccurring expenses such as rent, loan repayments, monthly utilities, phone, or other reoccurring expenses.

### List Your Start-Up Costs

ITEM

PRICE

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

TOTAL: \$ \_\_\_\_\_



**THIS IS THE BARE MINIMUM YOU WILL NEED TO START YOUR BUSINESS!**

# THE BREAK-EVEN POINT

WILL YOUR PRODUCT OR SERVICE BE PROFITABLE?

## SALES PRICE PER UNIT

PER UNIT COSTS	MONTHLY FIXED COSTS
<b>COST PER UNIT</b>	
TO MAKE: _____	RENT/LEASE: _____
TO SELL: _____	PHONE: _____
TO DELIVER: _____	UTILITIES: _____
	INSURANCE: _____
	SALARY: _____
	EQUIPMENT LEASE: _____
	LOAN/FINANCE: _____
	<b>TOTAL MONTHLY FIXED COST: _____</b>
<b>TOTAL GROSS COST PER UNIT: _____</b>	
<i>Total Gross Cost Per Unit is how much each unit costs you to buy or make</i>	

SALES PRICE (per unit)	_____
<i>minus</i>	
TOTAL GROSS COST (per unit)	-\$ _____
<i>equals</i>	
<b>GROSS PROFITS (per unit)</b>	<b>\$ _____</b>
<i>Let's calculate how many units you have to sell each month to cover your Fixed Costs and break even.</i>	
TOTAL MONTHLY FIXED COST	\$ _____
<i>divided by</i>	
GROSS PROFITS (per unit)	÷\$ _____
<i>equals</i>	
<b>Minimum units that must be sold per month to cover Fixed Costs</b>	<b>\$ _____</b>

**← BREAKEVEN POINT**

# THE BREAK-EVEN POINT

WILL YOUR PRODUCT OR SERVICE BE PROFITABLE?

## HOW MUCH MONEY YOU NEED TO START

Start-Up Cost (from page 15) \$ \_\_\_\_\_

Total Monthly Fixed Cost (from page 16) \$ \_\_\_\_\_

TOTAL MONTHLY FIXED COST \$ \_\_\_\_\_

*multiplied by*

4 MONTHS X \_\_\_\_\_ 4

*equals*

**TOTAL 4 MONTH OPERATING COST = \$ \_\_\_\_\_**

***TOTAL START-UP COST INCLUDES:***  
**START-UP COST + TOTAL MONTHLY FIXED COST FOR 4 MONTHS**

TOTAL 4 MONTH OPERATING COST \$ \_\_\_\_\_

*plus*

START-UP COST + \$ \_\_\_\_\_

*equals*

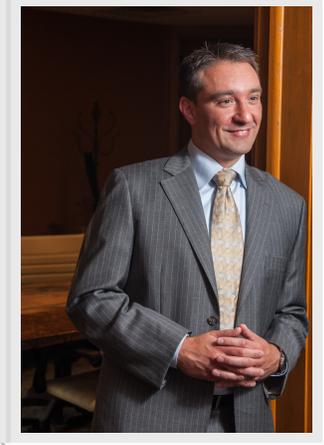
**TOTAL START-UP COST = \$ \_\_\_\_\_**

## TOTAL START-UP COST

*Total Needed to Start AND Operate for 4 Months*

\$ \_\_\_\_\_

# LEVEL UP YOUR START-UP



Jedediah McClure is an **attorney**, former **business professor**, **successful entrepreneur**, and **award-winning author**. He has built **multi-million dollar companies** in multiple industries, is an accomplished **public speaker**, and has received wide-spread praise for his ability to **educate and inspire** others. He has appeared on *NBC's Dateline*, *Investigation Discovery*, *The New York Times*, and *Bloomberg BusinessWeek*.

Jedediah's talents for **strategic planning**, **risk evaluation**, **business organization**, and **leadership** were key factors in his ability to lead multiple organizations to **explosive growth and success**. But in 2012 a trusted business partner embezzled millions of dollars from one of Jedediah's companies and killed two partners. **At great risk to his own life**, Jedediah spent more than a year exposing his former partner and uncovering evidence that would later be used in his arrest and conviction.

Jedediah was the target of two attempted murder plots and suffered enormous financial loss, but rather than allowing this tragedy to defeat him, Jedediah learned from his experiences and created **invaluable tools** for achieving success and protecting his wealth in the future. Today, one of Jedediah's **greatest passions** is using what he learned to teach other entrepreneurs how to **become successful** and **protect their wealth** in their own business and investment endeavors.

*"I can't speak highly enough of this man, his goodness, integrity, commitment, passion, and loyalty as well as his ability to get down to business and get things done. He is one in a million!"*

– Jay W. Mitton, The Father of Asset Protection and the Founder of the National Foundation for Asset Protection

A large, stylized black ink signature of Jedediah McClure, consisting of a large 'J' and 'M' followed by a long, sweeping horizontal stroke.

Founder of Supernus Business & Law Center  
and Level Up Your Start-Up