

# Module 8 Download

## 90-Day Action Plan + Business Plan Expansion Guide

**Course:** Turn Your Small Business Idea into a Plan with AI

**Module:** 8 of 8 - Ready for Action

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## PART 1: AI BUSINESS PLAN EXPANSION SYSTEM

### Transform Your One-Page Summary into a Comprehensive Business Plan

You've created an excellent one-page business summary. Now use these AI prompts to expand it into a full, professional business plan that banks and investors will take seriously.

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#### Executive Summary Expansion

**Goal:** Create a compelling 2-page executive summary from your one-page business summary

**AI Prompt:** *"Take my one-page business summary and expand it into a compelling 2-page executive summary that would appeal to bank managers and potential investors. Include company overview, market opportunity, competitive advantages, financial highlights, and funding needs."*

#### What to include in your prompt:

- Your current one-page summary
  - Any specific funding requirements
  - Key achievements or credentials
  - Unique local advantages
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## Company Description Expansion

**Goal:** Detailed company overview including structure, location, and mission

**AI Prompt:** *"Expand my business description into a comprehensive company overview including: company history and ownership, legal structure, location advantages, mission and vision statements, and key success factors."*

**Additional prompts:**

- *"Help me write a mission statement that reflects my commitment to [your values] while serving [your customers]."*
  - *"Explain why operating from the Isle of Man gives my business strategic advantages."*
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## Market Analysis Expansion

**Goal:** Professional market analysis with data and projections

**AI Prompt:** *"Using my customer research, create a detailed market analysis section including: target market size and demographics, market trends and growth projections, customer needs analysis, and market entry strategy."*

**Supporting research prompts:**

- *"Research current trends in the [your service] industry for 2025, including market growth, technology impacts, and customer behaviour changes."*
  - *"Provide relevant market statistics for the [your service] industry, including market size, growth rates, and economic factors affecting demand."*
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## Competitive Analysis Expansion

**Goal:** Comprehensive competitor analysis and positioning strategy

**AI Prompt:** *"Transform my competitor research into a professional competitive analysis including: direct and indirect competitors, competitive advantages and disadvantages, market positioning, and competitive response strategies."*

**Deep research prompts:**

- *"Research successful [your service] businesses and identify best practices, pricing strategies, and operational efficiencies I could learn from."*
- *"Analyse how I can differentiate my [your service] business in a competitive market."*

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## Marketing & Sales Strategy Expansion

**Goal:** Detailed marketing plan with specific tactics and timelines

**AI Prompt:** *"Create a detailed marketing and sales plan from my marketing research including: target customer segments, marketing mix strategy, sales process, pricing strategy, promotional activities, and customer retention plans."*

**Tactical prompts:**

- *"Create a 12-month marketing calendar for my [your service] business including seasonal considerations."*
- *"Develop a customer acquisition strategy that works within a £[amount] monthly budget."*

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## Operations Plan Expansion

**Goal:** Comprehensive operations manual and procedures

**AI Prompt:** *"Develop my operations information into a comprehensive plan covering: day-to-day operations, staffing requirements, equipment and technology needs, supplier relationships, and quality control procedures."*

**Detailed planning prompts:**

- *"Create standard operating procedures for delivering [your service] consistently."*
- *"Help me plan operational scaling as my business grows from 1 to 10 to 50 customers."*

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## Financial Projections Expansion

**Goal:** Professional 3-year financial forecasts and analysis

**AI Prompt:** *"Using my financial research, create detailed financial projections including: 3-year profit and loss forecasts, cash flow projections, break-even analysis, startup costs, and funding requirements."*

**Financial analysis prompts:**

- *"Create scenario planning for best case, most likely, and worst case financial outcomes."*
- *"Help me explain my financial assumptions and how I calculated my projections."*

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## Risk Analysis & Mitigation ⚠️

**Goal:** Professional risk assessment with mitigation strategies

**AI Prompt:** "Create a comprehensive risk analysis for my [your service] business including potential challenges, market risks, operational risks, financial risks, and detailed mitigation strategies for each."

**Risk planning prompts:**

- "What are the most common reasons [your service] businesses fail, and how can I avoid these pitfalls?"
- "Create contingency plans for seasonal fluctuations in my business."

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## Professional Polish & Formatting ✨

**Goal:** Professional presentation and flow

**AI Prompts:**

- "Review my business plan section on [topic] and enhance the language to sound more professional while keeping it clear and accessible."
- "Help me create a compelling introduction and conclusion for my complete business plan."
- "Suggest additional supporting evidence or research that would strengthen my business plan's credibility."

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# PART 2: YOUR 90-DAY IMPLEMENTATION PLAN

## From Plan to Profitable Business in 90 Days

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### PHASE 1: DAYS 1-30 - GET LEGAL & VISIBLE

## WEEK 1: FOUNDATION SETUP ✓

### Day 1: Government Support Contact

**Task:** Contact Department for Enterprise

- **Action:** Visit <https://www.iomdfenterprise.im/contact-us/>
- **Bring:** Your one-page business summary
- **Ask about:** Business Start-Up Scheme, grants, mentoring
- **Goal:** Understand available support and begin application

### Day 2: Legal Structure Decision

**Task:** Choose your business structure

- **Research:** Sole trader vs limited company
- **Consider:** Income goals, liability, tax implications
- **Consult:** Local accountant if needed (recommended)
- **Decision:** Choose structure that fits your situation

### Day 3: Business Registration

**Task:** Register your business officially

- **Sole trader:** Register with Income Tax Division
- **Limited company:** Contact Companies Registry
- **Get:** Business registration numbers, tax information
- **Check:** Any licensing requirements for your service

### Day 4: Business Banking

**Task:** Open dedicated business bank account

- **Research:** Business accounts available on Isle of Man
- **Prepare:** ID, business registration, business summary
- **Visit:** Banks to compare options
- **Open:** Choose and open business account

### Day 5: Business Insurance

**Task:** Get appropriate business insurance

- **Research:** Public liability, professional indemnity
- **Get quotes:** Compare local providers
- **Purchase:** Appropriate cover for your service
- **File:** Insurance documents safely

## Day 6: Marketing Materials

**Task:** Create basic marketing materials

- **Design:** Business cards, simple flyer, price list
- **Choose:** Consistent fonts, colours, basic logo
- **Print:** Initial materials from local printer
- **Prepare:** Email signature, phone greeting

## Day 7: Digital Presence

**Task:** Establish online presence

- **Set up:** Google My Business listing
- **Create:** Facebook business page
- **Join:** 3-5 relevant local Facebook groups
- **Plan:** Content calendar for regular posting

**Week 1 Success Check:**  Legal setup complete  Banking sorted  Insurance active   
Marketing materials ready  Online presence live

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## WEEK 2: MARKETING LAUNCH ✓

**Daily Tasks (Days 8-14):**

- **Social media:** Post every other day (avoid spam)
- **Networking:** Tell 2 people per day about your business
- **Research:** Find 1 new marketing opportunity daily
- **Admin:** Respond to any inquiries within 2 hours

**Week 2 Specific Goals:**

- **Monday:** Join 2 local business groups online
- **Tuesday:** Put up flyers in 3 suitable locations
- **Wednesday:** Contact 3 potential referral partners
- **Thursday:** Set up business listing in 2 local directories
- **Friday:** Plan week 3 activities
- **Weekend:** Network at local events if available

**Week 2 Success Check:**  Posted 3-4 times on social media  Told 14+ people about business  
 Joined business groups  First referral conversations started

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## WEEK 3: SYSTEMS & PROCESSES ✓

### Business Systems Setup:

- **Customer inquiry process:** How you'll handle inquiries
- **Booking system:** Simple scheduling process
- **Payment methods:** How customers will pay you
- **Quality control:** Standards for your service delivery
- **Record keeping:** Simple system for tracking customers/income

### Customer Service Preparation:

- **Response templates:** Standard replies to common questions
- **Service standards:** What customers can expect
- **Problem resolution:** How you'll handle issues
- **Follow-up process:** Checking customer satisfaction

**Week 3 Success Check:**  Customer systems ready  Service standards defined  Templates created  Quality processes planned

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## WEEK 4: NETWORK & CONNECT ✓

### Local Networking Focus:

- **Attend:** 1 local business event
- **Connect:** With 3 complementary businesses
- **Explore:** Partnership opportunities
- **Build:** Referral relationships

### Online Engagement:

- **Optimise:** Google My Business with photos/info
- **Create:** Regular, helpful social media content
- **Engage:** Actively in local community groups
- **Respond:** Quickly to all comments and messages

**Week 4 Success Check:**  Attended networking event  Made 3 business connections  Optimised online presence  Consistent social media activity

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## PHASE 2: DAYS 31-60 - FIND FIRST CUSTOMERS

## WEEK 5-6: ACTIVE PROMOTION ✓

### Marketing Intensive:

- **Social media:** Increase to daily posting
- **Flyer distribution:** Target high-potential areas
- **Network activation:** Contact warm leads
- **Special offers:** Launch introductory deals

### Customer Acquisition Goals:

- **Target:** 5-10 serious inquiries per week
- **Convert:** 50%+ of inquiries to bookings
- **Goal:** First paying customers by week 6
- **Focus:** Exceptional service for referrals

### Week 5-6 Activities:

- **Day 31:** Launch special offer for first customers
- **Day 35:** Contact everyone in personal network
- **Day 38:** Increase flyer distribution
- **Day 42:** Follow up on all pending inquiries

**Weeks 5-6 Success Check:**  Daily marketing activity  10+ inquiries received  First customer booked  Special offer launched

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## WEEK 7-8: BUILD MOMENTUM ✓

### Service Delivery Focus:

- **Excellence:** Complete first jobs exceptionally well
- **Testimonials:** Request feedback from satisfied customers
- **Referrals:** Ask happy customers for recommendations
- **Documentation:** Record what works well

### Marketing Refinement:

- **Track:** Which channels bring best customers
- **Adjust:** Messaging based on customer feedback
- **Increase:** Activity in successful channels
- **Reduce:** Time on ineffective marketing

**Weeks 7-8 Success Check:**  Completed first customer jobs  Received positive feedback  Got first referrals  Refined marketing approach

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## PHASE 3: DAYS 61-90 - BUILD & IMPROVE

### WEEK 9-10: SYSTEMS REFINEMENT ✓

#### Operational Improvements:

- **Streamline:** Booking and scheduling processes
- **Increase efficiency:** In service delivery
- **Improve communication:** Customer interaction templates
- **Prepare for growth:** Systems for handling more customers

#### Financial Management:

- **Track:** All income and expenses accurately
- **Review:** Pricing against actual costs
- **Plan:** Tax obligations and payments
- **Save:** Money for business growth investments

**Weeks 9-10 Success Check:**  Streamlined operations  Financial tracking in place  Tax planning done  Growth fund started

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### WEEK 11-12: GROWTH PLANNING ✓

#### Evaluate Progress:

- **Review:** 90-day goals vs actual results
- **Identify:** Most profitable services/customers
- **Plan:** Capacity increases if needed
- **Consider:** Additional services or areas

#### Future Planning:

- **Set:** Goals for months 4-6
- **Plan:** Marketing for next quarter
- **Consider:** Hiring help if demand warrants
- **Explore:** New opportunities and partnerships

**Weeks 11-12 Success Check:**  90-day review completed  Next quarter planned  Growth opportunities identified  Systems ready for scaling

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# PART 3: AI PROMPTS FOR ONGOING BUSINESS OPERATIONS

## Daily Operations Support

### Customer Communication

- *"Help me write a professional response to this customer inquiry: [paste inquiry]"*
- *"Draft a follow-up email for a customer who hasn't responded to my quote."*
- *"Write a thank you message for a customer who just completed their first service."*

### Social Media Content

- *"Create 5 engaging social media posts for my [your service] business focusing on [seasonal topic/local events]"*
- *"Help me write a post about [recent job] that showcases my work without being boastful."*
- *"Generate ideas for helpful tips I can share related to [your service]."*

### Email Marketing

- *"Write a friendly newsletter for my [your service] customers including [recent work/tips/special offers]"*
  - *"Create a re-engagement email for customers I haven't heard from in 3 months."*
  - *"Draft an email announcing [new service/seasonal offer] to my customer list."*
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## Problem Solving & Growth

### Difficult Situations

- *"A customer is unhappy because [situation]. Help me write a professional response that addresses their concerns and maintains the relationship."*
- *"Help me handle a price objection from a potential customer professionally."*
- *"A customer wants to change their booking last minute. How should I respond?"*

### Business Development

- *"I'm getting busier than expected. Help me plan how to manage increased demand while maintaining quality."*

- *"Based on customer feedback, they're asking for [new service]. Help me evaluate if I should add this to my offerings."*
- *"Help me create a customer loyalty program that encourages repeat business."*

## Marketing Optimization

- *"My marketing results show [current data]. Help me adjust my strategy to improve customer acquisition."*
- *"Create a seasonal marketing campaign for [time of year] that would appeal to my customers."*
- *"Help me write a referral request that I can send to satisfied customers."*

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## Financial Planning & Analysis

### Pricing Strategy

- *"A competitor is charging [amount] for similar service. Help me justify my pricing of [amount]."*
- *"Should I offer package deals? Help me structure pricing for multiple services."*
- *"Help me plan a price increase for existing customers without losing them."*

### Business Growth

- *"I want to increase my monthly income from £[current] to £[target]. What are my options?"*
- *"Help me calculate if I can afford to hire part-time help based on my current income."*
- *"Create a financial plan for investing [amount] in new equipment."*

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# PART 4: SUCCESS TRACKING & MEASUREMENT

## 90-Day Success Metrics

### Week 1 Metrics

- Business legally registered:  Yes  No

- Bank account opened:  Yes  No
- Insurance purchased:  Yes  No
- Marketing materials created:  Yes  No
- Online presence established:  Yes  No

### Month 1 Metrics

- Total inquiries received: \_\_\_\_\_
- Inquiries converted to customers: \_\_\_\_\_
- Revenue generated: £\_\_\_\_\_
- Marketing channels tested: \_\_\_\_\_
- Local connections made: \_\_\_\_\_

### Month 2 Metrics

- Total customers served: \_\_\_\_\_
- Average job value: £\_\_\_\_\_
- Customer satisfaction score (1-10): \_\_\_\_\_
- Referrals received: \_\_\_\_\_
- Repeat customers: \_\_\_\_\_

### Month 3 Metrics

- Monthly revenue: £\_\_\_\_\_
- Monthly profit: £\_\_\_\_\_
- Hours worked per week: \_\_\_\_\_
- Customer retention rate: \_\_\_\_\_%
- Growth opportunities identified: \_\_\_\_\_

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## Weekly Review Questions

Every Friday, ask yourself:

### Customer Success

- How many new customers did I serve this week?
- What feedback did I receive?
- What could I improve about my service?
- Did any customers refer new business?

### Marketing Effectiveness

- Which marketing activities brought inquiries?
- What messaging resonated best with customers?
- Where should I focus more marketing effort?
- What should I stop doing because it's not working?

## Financial Progress

- How much revenue did I generate?
- What were my main expenses?
- Am I on track to meet monthly goals?
- What financial decisions do I need to make?

## Operational Efficiency

- What processes worked well this week?
- Where did I waste time or effort?
- How can I be more efficient next week?
- What systems need improvement?

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## Monthly Planning Sessions

First Friday of each month, conduct a planning session:

### Previous Month Review

- Goals achieved vs targets set
- Revenue and profit analysis
- Customer feedback summary
- Marketing effectiveness review
- Operational improvements made

### Next Month Planning

- Revenue and customer targets
- Marketing activities and budget
- Operational improvements needed
- Personal development goals
- Investment and growth decisions

### Quarterly Strategic Review

- Business model effectiveness

- Market position and competition
  - Service expansion opportunities
  - Pricing strategy review
  - Long-term growth planning
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# CELEBRATION & NEXT STEPS

## What You've Achieved 🎉

### Your Complete Business System

- ✓ **Professional business plan** - Ready for banks, investors, advisors
- ✓ **AI expansion skills** - Can create comprehensive documents
- ✓ **Financial confidence** - Know your pricing and profitability
- ✓ **Marketing strategy** - Understand where customers look and what appeals
- ✓ **Local advantages** - Leverage Isle of Man benefits for success
- ✓ **Implementation roadmap** - Clear 90-day path to profitability
- ✓ **Ongoing AI skills** - Continued support for business growth

### Your Competitive Position

- **Zero corporate tax** gives you cost advantage over UK competitors
  - **Government grants** reduce your financial risk
  - **Local community support** accelerates reputation building
  - **UK market access** provides unlimited growth potential
  - **Professional business plan** shows you're serious and prepared
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## Your Next Steps 🚀

### This Week (Days 1-7)

1. **Day 1:** Contact Department for Enterprise
2. **Day 2:** Choose your business structure
3. **Day 3:** Register your business
4. **Day 4:** Open business bank account
5. **Day 5:** Get business insurance
6. **Day 6:** Create marketing materials

## 7. **Day 7:** Establish online presence

### **This Month (Days 1-30)**

- Complete all legal and administrative setup
- Launch marketing activities
- Generate first customer inquiries
- Join local business networks
- Establish professional systems

### **Next 90 Days**

- Get first customers and positive reviews
- Refine operations based on experience
- Build reputation and referral network
- Establish sustainable business systems
- Plan for continued growth

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## **Final Encouragement** 💪

**You have everything you need to succeed:**

- ✓ **Comprehensive business plan** based on thorough research
- ✓ **Clear financial understanding** with realistic pricing
- ✓ **Marketing strategy** that fits your budget and personality
- ✓ **Incredible competitive advantages** from your Isle of Man location
- ✓ **Government support** ready to help you succeed
- ✓ **AI skills** for ongoing business development
- ✓ **Detailed roadmap** for your first 90 days

**The only thing between you and your successful business is taking the first step.**

**Your future customers are looking for exactly what you offer. They need your help, they're willing to pay fair prices, and they're searching for someone reliable and professional.**

**That someone is you.**

**Your business journey starts NOW!**

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**Congratulations on completing "Turn Your Small Business Idea into a Plan with AI" - you're now equipped to build a successful business on the Isle of Man. 🎉**

*Course complete. Business journey begins.*