

Real-Life Business Map Example:

Here is a great example of a Business Map in action, from a real-life business, which will be helpful to you in getting things moving with your own business.

It also will help you know where you should be with your business (moving from the planning stage to the implementation stage).

Then go to your Business Map template and put together your very own Business Map.

Let's Begin!

This is about the idea of a "Business Map".

Now, the traditional idea of a business plan is something that is formal, long, dry, boring, time consuming to create and a million other negative things.

And frankly they are not needed.

I've never created a business plan for any of the businesses, websites or projects I have had and things have turned out OK for me.

So what I mean by "Business Map" is just sketching down on paper your main ideas for your business.

I have dozens of these for all the business ideas I have had. And none of them are more than a page of notes and ideas.

If you think of a map, it does not have all the detailed directions on how to get from here to there. It just gives you the overview, the big picture. Then use the [Nitro Blueprint 10-Step System](#) that gives you the detailed directions.

That is MY Business Map. Simple eh?

The best way to explain this is give you a Real Life Example.

You all know Mike Kemski right? The loveable guy from www.Banabu.com/11principles

As most of you know, Mike's passion is to share his amazing message with the world and he launched his business in February 2006.

It is called:

Build A New And Better Universe (BANABU for short)
11 Simple Principles To Living Your Ultimate Life Starting Today
and is at www.Banabu.com/11principles

I highly recommend downloading the ebook and taking time to read it today.

Here is Mike's Business Map.

(1) What is the core message of my business:

The name of the e-book "11 Simple Principles to Living Your Perfect Life Starting Today"

It states exactly what BANABU is about. The entire foundation of this company is about these 11 Principles.

Here is a one paragraph description of what that means.

Once you know what the 11 Simple Principles are and how to use them you can use one or more of them to get whatever you want, become whoever you want to be, overcome any obstacles that you have, and live the life you've always dreamt of living. Because they apply to every area of your life from money, relationships, health, job, business, family and more.

(2) REVENUE sources:

- Front-end Product: \$47 includes the main e-book, workbook with the 11 exercises, short audios for each of the exercises, Fast Start video and the 11 Principles Implementation Conference Call.
- Software: \$39 stand alone, or a \$29 order form up sell with e-book.
- Monthly CD: \$29.95, or \$19.95 via forced continuity. With their purchase of the e-book, they get 2 free months subscription and then it continues at the special \$19.95 price.
- Home Study Course: \$397, 14 CD program, one for each principle plus, 3 bonus CDs, and a cutting-edge rhythmic music program to accelerate the learning and comprehension of the 11 principles.
- Weekend Day Seminar, \$997
- Seminar DVDs, \$397
- Coaching: 3 levels, \$97, \$149 and \$349 a month.

(3) TRAFFIC Sources:

- Focus on affiliates. Ebook and software pays 40% and they will also earn commissions on all other purchases made, including monthly \$5 commission on continuity product.
- Building up in-house email list to build a strong relationship with. To convert them into ebook customers and then customers of the full line of products.
- Submit articles to article databases to get other site owners posting content that directs visitors back to the site and get on the free email list.
- Viral traffic. Use "Pass the Torch" to get people to submit their stories and then use that as a viral ebook, viral site, viral video and more.
- Blog, frequent postings to build free search engine traffic (and also build stronger relationships with customers/prospects and display authority in marketplace - "knows what he is talking about").

(4) MARKETING Plan:

Focus is building up the email list and getting people introduced to my message with the entry-level product, the ebook.

Then keep them involved and exposed to the 11 principles concept via the monthly CD and the software app they have running on the upper right hand screen of their computer that they use to raise their energy, change their physiology, and become more productive when they are in a "blah" mode during the day.

Then progress them into a bigger physical product (home study course or seminar dvds) and a live seminar. And then use that to fill the high level coaching program.

Goal is to get people to "buy into" the 11 principles concept, become emotionally bonded and see results in their life. When they do that they are a customer for life. And they will share the message and pass it on to others resulting in a better world and a better business.

(5) PROJECTIONS: How the numbers may look:

After 12 months:

- New free subscribers/mth = 3000
 - e-book sales/mth = 210 = \$9870 (7% of new subscribers)
 - software sales/mth = 84 = \$2436 (40% of new e-book sales)
 - HSC sales/mth = 31 = \$6205 (15% of new e-book sales)
 - Seminar sales/mth = 21 = \$20,937 (10% of new e-book sales)
 - DVD sales/mth = 11 = \$4367 (50% of seminar sales)
 - Monthly CD NEW subscribers/mth = 105 = \$2619 (50% of new e-book sales)
- NOTE: This does not count the cumulative effect, each month adding this many new active paying subscribers, so in a year that is 1260 active subscribers or \$31,437 in monthly revenue. After just 6 months it is 630 active subscribers or \$15,718 in monthly revenue.
- Coaching Level 1 = 150 = \$14,550
 - Coaching Level 2 = 50 = \$7,450
 - Coaching Level 3 = 30 = \$10,470
- Total coaching = 230 members = \$32,470. Note: This would be members after 12 months time, the first level is unlimited in size, the 2nd two levels is limited in size.

So when month 12 rolls around, based on the estimates above, this business will be doing \$43,815 in 1-time sales revenue and \$48,188 in recurring revenue. For a total monthly revenue of \$92,003 in just 12 months. (That's a yearly revenue of \$1,104,036!)

Is it possible? Definitely yes! Is it going to be easy? Definitely not!

It will take focused, dedicated effort to make it happen but it will be worth it financially and the difference made in thousands of people's lives around the world.

LESSONS TO TAKE AWAY:

- First Mike didn't even think about writing an e-book until after leaving our bootcamp in December of 2005. He had all the concepts in his head and from a workshop he did through the local adult education program in the spring of 2005, but that was it.

In a month he created the product and we brainstormed the business map above. Then the sales letter was created and affiliate recruitment was started and the first portion of the business was launched, building the list and selling the e-book with the monthly subscription.

Notes:

- Mike decided to include the monthly BANABU Boost subscription with the e-book offer. He almost launched without that included because it was going to take extra work in addition to everything else, to get that planned, administrated and the content created.

For some people it may be best to start with just the basics, however, Mike decided he could handle it. It has been rewarding, with e-book customers in the 1000's since launch, the monthly revenue from the subscription is significant and those customers are being exposed to his message every month.

- Everything above is a 6 to 12 month plan. He is not trying to do it all or have it all figured out now. In the beginning he focused on the first product, the e-book, getting that launched, sales happening and lists being built. He just focused on the things that HAVE to be in place to launch. The bare minimum.

Then he will focus on step two that is the follow-up emails to the free list, the other products, aggressive affiliate recruitment, more traffic sources, etc.

- He created a list of all the things that HAD to be done to launch the business. That is where all of his focus is on, completing that checklist. That is his Action Plan.

- He has a map to follow of what the business will look like in the future. Most of the details are not there because they are not needed right now.

One example: what is the offer for the seminar, where will it be, when will it be, what is the affiliate payout, will anybody else speak, what will be the other revenue streams from the event, etc.

Every other product is like that. The details are not there, just the concept (it's an Empty Box right now), because you only need the details for what is needed now.

What's Next?

First, create your Business Map using the template provided and the free video walking you through the 5 parts of the Business Map.

That gives you the overview, the big picture of your business. Then use the [Nitro Blueprint 10-Step System](http://www.NitroBlueprint.com) that gives you the detailed directions at www.NitroBlueprint.com