

Virtual Incubator™ Week-by-Week Planning Chart

Client Name: _____

Prepare to Plan	Task Done ✓	Planning Week # 1 Create Your Marketing Plan	Task Done ✓	Planning Week # 2 Create Your Marketing Plan	Task Done ✓
<p>Enter the Virtual Incubator E-Course.</p> <p>Look over the Lesson Organization.</p> <p>Read over <i>Preparing to Plan</i>.</p> <p>Copy the Marketing Plan Summary to your computer desktop. Your VI Coach will have sent the document to you.</p>		<p>Open the Marketing Plan Summary document on your computer and read the Instructions.</p> <p>Enter the E-Course. Go to Planning Weeks 1-2. You will notice six Lessons for this two-week planning period.</p> <p><u>Tasks You Complete This Week</u></p> <p>Use the Lessons to learn about each decision and complete the following tasks:</p> <ul style="list-style-type: none"> • Set Your Business Mission • Set Business Goals • Find a Problem to Solve <p>Follow the instructions in the “How to Do It” section for each task.</p> <p>Type in your answers to the questions posed in the corresponding sections of the Marketing Plan Summary.</p>		<p>Open the Marketing Plan Summary document on your computer and read the Instructions.</p> <p>Enter the E-Course. Go to Planning Weeks 1-2. This week you are completing the last three Lessons.</p> <p><u>Tasks You Complete This Week</u></p> <p>Complete the following tasks:</p> <ul style="list-style-type: none"> • Describe Your Competitive Advantage • Describe Your Target Customer • Write Your Selling Story <p>Follow the instructions in the “How to Do It” section for each task.</p> <p>Type in your answers to the questions posed in the corresponding sections of the Marketing Plan Summary.</p>	

Planning Week # 3 Create Your Business Identity	Task Done ✓	Planning Week # 4 Establish a Web Presence	Task Done ✓	Planning Week # 5 Establish a Web Presence	Task Done ✓
<p>Complete writing narrative in Marketing Plan Summary</p> <p>Enter the E-Course. Go to Planning Week 3 – Read through. Follow the How to Do for it.</p> <p><u>Tasks You Complete This Week</u></p> <ul style="list-style-type: none"> • Select a domain name. • Select a business address. • Choose primary color for logo design. • Provide business card information. <p><u>Tasks Our Team Completes This Week</u></p> <ul style="list-style-type: none"> • Set up your web hosting account and register your domain name. • Set up a business email account. 		<p>Enter the E-Course. Go to Planning Weeks 4-5 – Read Develop Website and Write Website Content.</p> <p><u>Tasks You Complete This Week</u></p> <ul style="list-style-type: none"> • Hold phone session with our copywriting team to provide input to guide website content creation for homepage. • Discuss page titles for your website with your VI Coach. • Write copy for My Story page. <p><u>Tasks Our Team Completes This Week</u></p> <ul style="list-style-type: none"> • Complete logo design and submit to you for your approval. 		<p>Enter the E-Course. Go to Planning Weeks 4-5 – Read Set Up Email Marketing and Set Up Your Social Media.</p> <p><u>Tasks You Complete This Week</u></p> <ul style="list-style-type: none"> • Write copy for service packages or products offered. • Work with VI Coach to set up account at Constant Contact. • Start to create a contact list. • Provide entry sequence to your Facebook and LinkedIn accounts. <p><u>Tasks Our Team Completes This Week</u></p> <ul style="list-style-type: none"> • Complete design, test and launch of a fully-functioning website built on the Word Press platform. • Design & print business cards and ship them to you. 	

Planning Week # 6 Develop Your Selling Plan	Task Done ✓	Planning Week #7 Develop Your Selling Plan	Task Done ✓	Planning Week # 8 Organize Your Business Legally	Task Done ✓
<p>Enter the E-Course. Go to Planning Week 6-7. Read Develop Sales Prospecting Plan</p> <p><u>Tasks You Complete This Week</u></p> <ul style="list-style-type: none"> Review the Homepage copy created for your website homepage. Request any edits. The Vi Support Team will place all copy according to your directions. Describe the wants/needs of your target customers. Describe your company’s competitive advantage. 		<p><u>Tasks You Complete This Week</u></p> <ul style="list-style-type: none"> Describe how you find prospective customers/clients. Finalize your initial email contact list. Upload it to your Constant Contact account. Work with your VI Coach on your promotional calendar. 		<p>Enter the E-Course. Go to Planning Week 8. Read Register Your Business Legally.</p> <p><u>Tasks You & Your Coach Complete This Week</u></p> <ul style="list-style-type: none"> You will discuss with your VI coach if you wish to use your domain name or some other name for your legal business name. You will make final decision on legal name. The VI Support Team will file a legal registration for a Limited Liability Company (LLC) under the business name you select. 	

Planning Week # 9 Organize Your Business Financially	Task Done ✓	Planning Week #10 Organize Your Business Financially	Task Done ✓	Planning Week # 11 Organize Your Business Operationally	Task Done ✓
<p>Enter the E-Course. Go to Planning Week 9-10. Read Estimate Business Expenses, Find and Manage Cash and Set Prices/Fees</p> <p><u>Tasks You Complete This Week</u></p> <ul style="list-style-type: none"> • Create a spreadsheet showing your business expenses. • Determine what funds you need to run your business during the first year. If needed, determine sources of capital. • With help of your VI Coach, establish your prices or fees. <p><u>Tasks Our Team Completes This Week</u></p> <ul style="list-style-type: none"> • Complete legal registration of your company as Limited Liability Company. • Obtain a FEIN # for your company. • Send you proof of legal registration and FEIN. 		<p>Enter the E-Course. Go to Planning Week 9-10. Read Set Up Your Accounting System, Set Up Your Bank Account.</p> <p><u>Tasks You Complete This Week</u></p> <ul style="list-style-type: none"> • Obtain and install QuickBooks Pro for Desktop. • Set up your business banking. <p><u>Tasks Our Team Completes This Week</u></p> <ul style="list-style-type: none"> • If needed, the VI Support Team will assist you in setting up QuickBooks. • We also set up a Pay Pal Business Account for your company to process credit card payments when buying your services or products. 		<p>Enter the E-Course. Go to Planning Week 11. Read Decide Upon Manpower Plan and Set Up Your Production Schedule.</p> <p><u>Tasks You Complete This Week</u></p> <ul style="list-style-type: none"> • Determine what amount and type of support resources you need. • Learn about tax implications of working with independent contractors. • Write out your “production process” for each of the products or services your company offers. • Identify each type of supplier and/or vendor you need to support your production. Find them and set up a buying relationship. 	

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