

BUSINESS PLAN



Inspire and Illuminate, Inc.

Jennifer M. Engel, Owner

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Revision 1: 06 14 2017

1. EXECUTIVE SUMMARY

1.1 Product

Products:

2017

- Free PDF - 17 Tips for Living With Cancer
- Book - Heaven Under Construction.
- Workshops and Webinars - Under Construction

Services:

2017

- Novel release
- Workshops
- Motivational Speaking

1.2 Customers

Customers: People who have had, or who are currently dealing with, cancer, caregivers, and staff working with cancer patients. Also, anyone going through a major life transition that is causing emotional distress.

1.3 Communication

- Mainly E-mail & Social Media (Website, Youtube, Facebook, Twitter, Instagram, and Pinterest)

1.3 What Drives Us

Vision Statement:

The vision of the Blessed-Based Business (Inspire and Illuminate LLC) is to teach people how to find their own light let it shine by being able to create their own at-home, online business within one year's time.

Mission Statement

Inspire and Illuminate, LLC takes people who are going through cancer, or other major life transitions, from a fear-based state to a hope-filled state by reading the novel, and attending on-line and in-person workshops that go along with it.

We do this by:

1. Providing 16 practice tips for getting through cancer treatment.
2. Comparing their journey to “being under construction.”
3. Teach them how to plan their own route for recovery and brain storm idea.
4. Get them to think about what their top 3-5 life priorities are and how to align their life to those priorities.
5. Teach them visualization and meditation techniques they can use to ease anxiety and build confidence.

We promise to:

1. Be honest and transparent in every aspect of the business.
2. Bring real value to our clients.
3. Be real and authentic, raw and reflective in all aspects of our business interactions.
4. Create simple, balanced, non judgemental solutions.
5. Build trust with our clients through: no gimmicks, 100% confidentiality and 100% money back guarantee.
6. Get results that satisfy our customers.

2. COMPANY DESCRIPTION

2.1 Principal Members

President/ CEO: Jennifer M. Engel

CFO: James Welday & Other Accountant (?)

Technical Support:

- a) business, editing, and formatting:
- b) social media: Jennifer Engel
- c) computer hardware issues: J

Publishing Team:

- a) Social media sites: Jennifer Engel
- b) Books: (to be determined)
- c) Other publications: Jennifer Engel

Other Key Team Members:

- a) Party Planning:
- b) Entertainment:
- c) Public Relations/Greeter:

Affiliates:

- a) Web Sites: Word Press, Google
- b) Products: Google (draw, docs, slides, forms, all tools etc.)
- c) Landing Pages: Upviral, iGloo,
- d) more to be determined?

2.3 Legal Structure

Inspire and Illuminate is a Limited Liability Corporate operating out of the state of Illinois.

All inquires can be directed to:

Lawyer's name and address.

3. MARKET RESEARCH

3.1 Industry

- a) Define Problem: People who go through cancer treatment, and other major life transitions, often experience emotional trauma. They often wonder how to move past this. Our objective is to show them how to do this by sharing one person's personal journey, through the novel *Heaven Under Construction* as well as developing Break Out Activities, and Workshops that will accompany the novel.
- b) Develop Research Design - The research design method that Inspire and Illuminate LLC will be utilizing is Causal. Field tests will be conducted using launching and landing page software to determine the amount of interest between customers wanting to obtain and read the novel as well as their interest in completing on-line breakout sessions and attending workshops. Customers will be asked to complete a brief evaluation after completing each.
- c) Research Instruments: Upviral and iGloo and Survey Monkey
- d) Data Collection: e-mails (to be stored and sorted in G-mail) as well as Survey Monkey results.
- e) Data Analysis: Spreadsheet - Either using Mac Numbers or Google Sheets
- f) Visualizing Data and Communicating Results:
- g) Step 6. Visualize Your Data and Communicate Results - Restate the business questions, and then present recommendations based on the data, to address those issues as well as to predict future spirals and funnels.

3.2 Customers

Customers: People who have had, or who are currently dealing with, cancer, caregivers, and staff working with cancer patients. Also, anyone going through a major life transition that is causing emotional distress.

General Demographic: (Includes, but is not limited to) women ages 25-54 in the United States.

3.3 Competitors

Books about women who also went through cancer or books about life after cancer, and life coaches.

1. Picture Your Life After Cancer - Karen Barrow (editor) American Cancer Society.
2. Cancer Vixen - Marisa Acocella Marchetto.
3. Everything Changes - Kairol Rosenthal
4. Bald in a Land of Big Hair - Joni Rodgers
5. Life Coach - Rhonda Britten (55 from MN)

3.4 Competitive Advantage

1. Picture Your Life After Cancer - Karen Barrow (editor) American Cancer Society
 - Large corporation - I am more personable and accessible.
 - Also lessons can be done at home at own pace.
2. Cancer Vixen - Marisa Acocella Marchetto
 - Hasn't been active since 2016.
3. Everything Changes - Kairol Rosenthal
 - Hasn't been active since 2012. Also did not do anything other than the book.
4. Bauld in a Land of Big Hair - Joni Rodgers
 - Author, but doesn't speak or do anything in addition with her writings.
5. Life Coach - Rhonda Britten (55 from MN)
 - Expensive (\$500.00 per workshop) Mine would be 100.00 or less.

Other Think Advantages - Teacher 20+ years, Experienced many major life events that bring about trauma. Also many life coaches are men. There are very few middle-class women life/business coaches.

3.5 Regulations

We promise to:

1. Be honest and transparent in every aspect of the business.
2. Bring real value to our clients.
3. Be real and authentic, raw and reflective in all aspects of our business interactions.
4. Create simple, balanced, non judgemental solutions.
5. Build trust with our clients through: no gimmicks, 100% confidentiality and 100% money back guarantee based upon a sliding scale.
6. Get results that satisfy our customers.

4. PRODUCT/SERVICE LINE

4.1 Product or Service

- 17 Tips for Living With Cancer
- Book - Heaven Under Construction.
- Workshops and Webinars - Under Construction
- Break Out activities to go with the Novel and workshops

4.2 Pricing Structure

- 17 Tips for Living With Cancer (Free PDF)
- Book - Heaven Under Construction. (3.00 - e-book, 10.00 (paperback), 20.00 (hardcover))
- Workshops and Webinars - Under Construction (price to be determined - about 100.00 per person)
- Break Out activities to go with the Novel and workshops (1.00 - 5.00 on line)

4.3 Product/Service Lifecycle

2017 - Spiral 1 - First round e-mails gathered.

20178 - Spiral 2 - Book 2 launch e-mails.

2017 - Funnel 1 - Heaven Under Construction (book and workshops)

2018 - Funnel 2 - Book 2

- More details will be added as researched.

4.4 Intellectual Property Rights

Copyrights: In process of researching obtaining.

Trademarks: in process of researching and obtaining.

4.5 Research & Development

To be determined after first product launch, data analysis, and report.

5. MARKETING & SALES

5.2 Launch Timeline & Tools

Year One (2017):

1. Complete first book 'Heaven Under Construction' by June 23rd, 2017.
2. Have all social media sites (website and Facebook Page) ready by September 20th, 2017.
3. Work on finding and publishing book. Have it ready to go by October 1st 2017.
4. Have pre launch campaign started by July 15th, 2017 using Upviral and Igloo software.
5. Secure and find venue to host an official launch party by August 15th, 2017, as well as have all plans in place to host the launch. (food, music, product give away, activities, etc.)
6. Collect and build e-mail and contact list for invites to official launch party from July 15th - August 30th, 2017.
7. Send out official e-vites to official launch party by September 1st, 2017.
8. Secure and find a venue to host an official launch party by August 15th, 2017.
9. Have book published and ready to go by October 1st 2017
10. Host official launch party October 2017 (specific date to be determined).

5.2 Growth Strategy

To be determined after first product launch, data analysis, and report.

Basic:

1. Seed launch - Heaven Under Construction - validating credibility as an author, teacher, and survivor.
2. Internal Launch - Blessed-Based Business. 10 Steps (1 module each) - see Launch idea notes.
3. Joint Venture Launches.

From October 2017 - May 2018...

- a) Work on Break Out activities that will be posted on the web site and can also be done live during the Workshops.
- b) Work on idea Two - 10 Steps to The Blessed Based Business
- c) work on budget for Under Construction Workshop and book 2.
- d) find and secure venues to host 4 Under Construction Workshops
- e) develop and have all plans in place for each work shop by May 2018.

5.3 Prospects

- a. online book sales
- b. Speaking engagements
- c. Workshops
- d. Clients (?)