

Business Plan

of

Todd Millhouse Watts

Established on

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by

Todd Millhouse Watts

Principal

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Business Plan

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Business Plan

of
Todd Millhouse Watts®

**a Sole-Proprietorship Business registered by Todd Millhouse Watts
in the Province of Alberta.**

Vision Statement

Todd Millhouse Watts, founded in **2010** as a home-based business, intends to profitably mass market a growing number of informational products and services to the general buying public. Due to low product prices, high retail profit margins, large target audiences, and the tax advantages available to me by running this as a home-based businesses, I intend to produce a substantial profit, over a period of time.

Mission Statement

Todd Millhouse Watts will provide top-quality info videos, products and services for free in order to build my online prospecting list. Subscribers will receive occasional offers for valuable products and services and to attend live online training.

In order to achieve my Vision, I will continue to educate myself fully on the products and services I will provide, and on the target audiences to whom I will sell.

Target Prospects

The ideal target prospects for my company's products/services fall into these broad categories:

- Home owners
- Home renovations
- Indoor and outdoor lighting

Customer Profiles

The ideal Customer possesses these qualities and/or needs:

- DIY Indoor Lighting Support
- DIY Outdoor Lighting Support
- DIY Solar Panel Off-grid and On-grid Installation Support

Competitive Environment

Competitors include:

Here Todd will list the number of competitors he may have. The objective is to discover his competitive advantage in order to brand himself as the go to guy in the industry. Mike Holmes "Holmes on Homes" is a good example of branding.

Our Marketing Advantage

In order to successfully sell against our competitors, we will offer free and professional informational products that will have our subscribers not only coming back for more, but telling their friends about us too.

Marketing Plan

Todd Millhouse Watts marketing strategy is to aggressively promote solar and alternate energy products and services, on a local/province wide/national basis through retail customers, friends, relatives, business associates, and new prospects generated through direct mail, video lead capture pages, blogging, Twitter, Facebook, email marketing, advertising and all other direct marketing approaches, capitalizing on the fact that we offer three distinct benefits:

- A. Master Electrician
- B. Customers already know, like and trust Todd
- C. Suppliers already know, like and trust Todd

Therefore, the daily modus operandi of the President and Chief Executive Officer of **Todd Millhouse Watts** will be to promote the business online with the help, support and guidance of Janet and Don Legere. In addition to online marketing my offline marketing approach is to tell everyone and will include:

- Prospecting and making price comparisons at various merchant establishments rather than simply "shopping";
- Prospecting and promoting my company's products and services whenever playing golf, fishing or other social or sporting activities conducive to business discussions;
- Promoting my company's products/services at church, school and numerous other appropriate functions.

Sales Strategies

Because of the universal appeal of my company's info-product lines, free information, low prices, and unique sales advantages we will capitalize on with the following online and offline marketing strategies:

Domain Name Registration:

Branding me is the theme of my business website and my entire marketing approach. <http://toddmillhousewatts.com>

Website/Blog:

Blogging is the easiest method to maintain an up to date online presence easily and effectively.

Auto responder:

The auto responder will help automate communication with my subscribers. There is no such thing as a business on autopilot therefore I will also ensure to and keep in touch with my subscribers with a personal note regularly.

Video & YouTube Marketing:

One way to get your subscribers to know, like and trust you is to get face to face. I will provide a short video to accompany my weekly posts.

Social Networking:

Experts say that between 10-million and 15-million Americans are involved in network marketing today. Most are members of a social network like FaceBook, YouTube and Twitter. Marketing automatically through my blog will exploit the potential of Social Networks where millions of experienced networkers are prime candidates as affiliates for my business opportunity.

E-Mail Marketing:

In order to reach the millions of experienced networkers outlined above, as well as tens of millions other people interested in solar and alternate energy. I will aggressively conduct an e-Mail marketing program as a part of my marketing efforts.

Classified Advertising:

In order to reach the millions of potential retail buyers as well as potential Independent Distributors, we will explore the use of various forms of Classified Advertising to seek out prospects.

Word-of-Mouth:

Since the most effective and most highly credible form of advertising is word-of-mouth advertising from satisfied customers, we will compensate our current customers and subscribers to provide us references to new prospective customers.

Media Exposure:

Since it is possible to make the success of our company and the products we sell to appear “newsworthy” and to be of “human interests,” we will attempt to interest local broadcast, ezine publications and print media in providing “free advertising” for our company and our products.

Virtual Sales Meetings:

Recognizing that the informational products and services provided by Todd Millhouse Watts will be of benefit and of interest to the President’s own friends, family, contacts, former and current customers and clients, acquaintances, neighbors, colleagues, fellow civic club members, former employers and employees, vendors, suppliers, etc., virtual online presentations are planned.

Income & Expense Projections

On this page, develop a chart that shows, for the next 2-3 years or more, your anticipated expenses by-category, and your anticipated income by source.

Expenses will probably exceed income at first, but the amount of loss should be less and less as time goes on.

At some point, you show your anticipated income exceeding your anticipated expenses – this is where your business turns profitable.

This is very important to show, because the IRS will want you to prove that you have a profit intent, in order to qualify for the business-related deductions.

NOTE: Work with your tax professional or accountant to develop this section.

Conclusion

Todd Millhouse Watts will establish a track record of cost-effective products, excellent support and exemplary service to our customers and subscribers. Their expressions of satisfaction and encouragement through video, audio and written testimonials will encourage visitors to subscribe and eventually purchasers and lifelong customers.

The products and services offered and marketed by **Todd Millhouse Watts** will continue to expand and diversify over time, to eventually encompass a wide array of profitable business entities, operating under the umbrella name of **Todd Millhouse Watts**.

NOTE:

**This Draft is for illustration purposes only.
You are advised to have a competent attorney review it
for its legal integrity and applicability in your state, province or legal jurisdiction.**