

# Blue Print for Success Business Planning



**By  
Dan White**

619 Brock Street South, Unit #1  
Whitby, ON L1N 4L1

[www.danwhite.ca](http://www.danwhite.ca)

Friday, July 21, 2006

## Table of Contents

Introduction .....	3
Business Plan Work Sheets.....	5
Phase 1 - Gathering Information .....	6
Selling Yourself On the Opportunity .....	9
Your Competitive Advantages.....	16
Your Employment History .....	24
Research and Development .....	29
Pricing.....	31
Marketing Strategy .....	32
Targeting New Markets.....	33
Summary .....	34
Objectives .....	36
Mission Statement .....	38
Your Commitment .....	40
Corporate Values.....	41
Customer Bill Of Rights .....	42
Profit / Loss Statement for Small Business Period.....	44
"From Labors of Love to Marketable Skills" .....	45
Labors of Love into Saleable Skills: Guidelines for Translation .....	48

## **Introduction**

This Blueprint for Success Business Plan will create the basis of a much more detailed plan. This is a really good place to begin the art of planning for success.

This section brings into focus the various elements involved in writing a business plan. It also includes useful information to secure a job. Sometimes a regular job can be useful. Either as a stand alone occupation or as a sideline to take the financial pressure off the beginning pressures of starting your own business.

Business don't plan to fail, they fail because they failed to plan. A business plan is necessary in order to achieve financial objectives.

The first step in creating a business plan is to collect all relevant information. This workbook is designed to assist you in a fast and easy way to collect enough relevant information to give the participants clarity of direction.

The primary purpose of a business plan is to give an overview of the business, how the company started, where it is now, and where it is going. The plan needs to define how the various segments fit together. Once a clear picture of the company and its related data are evaluated, one is then in a position to set goals and objectives.

A business plan should allow for course correction, revision, and updates over previous business plans.

The plan should indicate the financial sense of the operation. In other words, does this business have the resources to support operations until the business becomes profitable?

A business plan needs to account for the fact that most of the time a business is off target and requires constant course correction. A business plan should give clarity but not be cast in stone. Businesses that can adapt to market situations rapidly have the greatest chance of long term success.

In working your way through this work book, you will discover that when you have completed all the sections, your business plan will be mostly done. All that will be required to do is complete the summary section, define your mission, your values and move on to the goal setting and time

management sections. That is where you focus on moving the steps of your goals into bite sized pieces and bringing it into your time planning.

When you have completed Phase 1 on page 5, evaluate whether or not the products or services you are intending to market are right for you to deliver. If you don't have a passion for your product or service, ask yourself what other product or service could you be selling. Don't start a business to start a business, instead start a business that you are passionate about that people will be excited to get. Your enthusiasm and your customers enthusiasm is what will drive your success.

Remember that all the planning in the world is worthless if you don't make a plan of action on who is going to be involved with taking your service or product to market and how. There has to be time scheduled to get this job done. Also remember a sale is the most Honourable profession in the world. Until the sale is made nothing happens. If you are uneasy about selling yourself, your company and what it delivers, then save yourself a headache and work over time for someone else.

Also remember that if you have a business plan on file, and the TaxMan challenges the question are you really a business or not, more often than not, a business plan will make all the difference.

Use this workbook well and in good health. I wish you every success with it. I can promise you this; if you make planning, goal setting and time management a way of life you will dramatically enhance your successes.

Yours truly,

Dan White

**Business Plan Work Sheets**

Date:	
Owner's Legal Name:	
Spouses Name:	
Company/Trading Name/s:	
Residence Address:	
Business Address:	
Residence Telephone:	
Business Telephone	
Fax Number	
Cellular Number	
E-Mail Address	
Date Operations Started	
Fiscal Year End	
Last Year of Records	
Company Registered	
Incorporated:	
Country Jurisdiction:	
Type of Business: (Sole Proprietorship, Partnership, Joint Venture, Corporation)	
Home Based Business Yes/No	
Member Of Business Organizations Give Names	
Name any other business endeavors you are involved in.	
Other Relevant Information	

## **Phase 1 - Gathering Information**

<p>To date, the following has been accomplished: The following generic statements can be drawn on.</p> <p style="text-align: center;">*** <i>Generic Statements</i> ***</p> <ul style="list-style-type: none"><li>• A team as described above has been formed.</li><li>• A prospective customer/client list has been drawn up.</li><li>• Current clients have been established.</li><li>• Prospective clients have declared their interest.</li><li>• Experience and resources will be utilized to establish additional clients.</li><li>• Strategy meetings are being regularly held.</li><li>• This business plan has been drawn up.</li><li>• A position has now been established to adequately address the targeted markets.</li><li>• Staff requirements have been adjusted..</li><li>• The advertising and the sales focus has been refined..</li><li>• Products and Services necessary to meet the needs and expectations of potential clients have been established.</li><li>• Targeted markets have now been adequately addressed.</li><li>• Marketing efforts have been adjusted and the services necessary to meet the needs and expectations of the customers have been put in place.</li></ul>	<p>Add your own description here:</p>
---	---------------------------------------

Name and describe any other persons involved in your business either directly and/or indirectly. Explain exactly what their relationship and duties are. Indicate any industry experts you will look to for business advice and guidance.

What are your Financial Resources to start this business? (Business, salary, savings?) How long could you continue without any income from this business?

What specific business training you have received?

What general business successes have you had? Give specific examples of significant achievements.

**Selling Yourself On the Opportunity**

<p>List the Pro Reasons for being in this business:</p>	<p>List the Con Reasons against being in this business:</p>
---	---

Write out your conclusion statement here and sign it. It should be either, I am convinced this is a great business opportunity for me and I absolutely believe that if I do the right activities I will succeed. Or ...This is not a good opportunity for me; I need to find something else.

What industry experience do I have to qualify me to start a business in this area.

What business successes have you obtained? Outline lessons you have learned.

Description of your Business:

E.G. The Company's objective is to: (manufacture, sell, distribute, provide services, other) provide detailed description of services and or products offered:

History of the Business:

Marketing Materials:

Advertising material, brochures, business cards, letterhead, etc., currently being used or plan to be used to promote your business.

What are your plans as to internet presence?

Describe your previous business experience if any:

My past business experience has demonstrated that:

Current business objectives:

Future business objectives:

My personal strengths are:

My personal weaknesses are:

## **Your Competitive Advantages**

Describe any competitive advantages your feel you company has over present competition.

*\*\*\* Generic Statements You can use to get the creative juices flowing \*\*\**

- The distinctive competitive advantages which this Company brings to this market are:
- Several years of hands-on experience in this market.
- Appropriate Consulting secured to provide sophistication in management and finance permitting efficient running and lean structure, yet still providing quality service to clients and customers.
- Operating costs are reduced because the nature of this industry permits operation out of the home.
- By keeping overhead low, profits can be funneled back into operations thus avoiding high debt ratios or lost sales opportunities.
- As a unique service company, margins can kept reasonably high, allowing provision for internal financing to foster growth possibilities.
- Originality of techniques, products, services and market innovations.
- The customers will pay on a fee for services basis when services are rendered.
- Complete catalogues and brochures will be printed periodically. Price lists will be updated as needed and advertisements placed in trade magazines.
- With this level of capitalization, should an unexpected downturn occur, the Company will be able to continue operations on a positive scale.
- A quarterly direct mail campaign directed at both current customers and prospective new customers consisting of an informative newsletter.
- Operating a home based business offers the following advantages:
- Lower overhead costs because the home also functions as a place of business.
- The home office is equipped with the necessary equipment to work efficiently and operate this business.
- The location is convenient for my customers.
- Additional advantages when products involved:
- Profit margins are high allowing a great deal of price flexibility. Our targeted minimum gross profit margin for categories is approximately 400%?, (not counting labor). Labor at this time is considered to be comparable to earning a salary. This is a form of self employment.
- By pricing competitively to the market, higher sales will be achieved

and, therefore, increase our buying power. As the amount of purchases increase, per unit costs of shipping will decrease and higher discount levels will be achieved from suppliers. Through these economies of scale, many items currently on the market can be sold with lower prices, yet at a higher net profit.

Describe any competitive advantages your feel you company has over present competition here:

Does your place of business have suitable space to carry on business? Describe how your facilities will be used in your business. Is the business area in your home used for business solely for business? (If there is any personal use of your work area, you may be challenged by the tax man on this.

Can your clients needs be accommodated from your home business base? Describe how you will meet this challenge:

Describe your required business activities:

Do you have any side lines in addition to the above described activities?

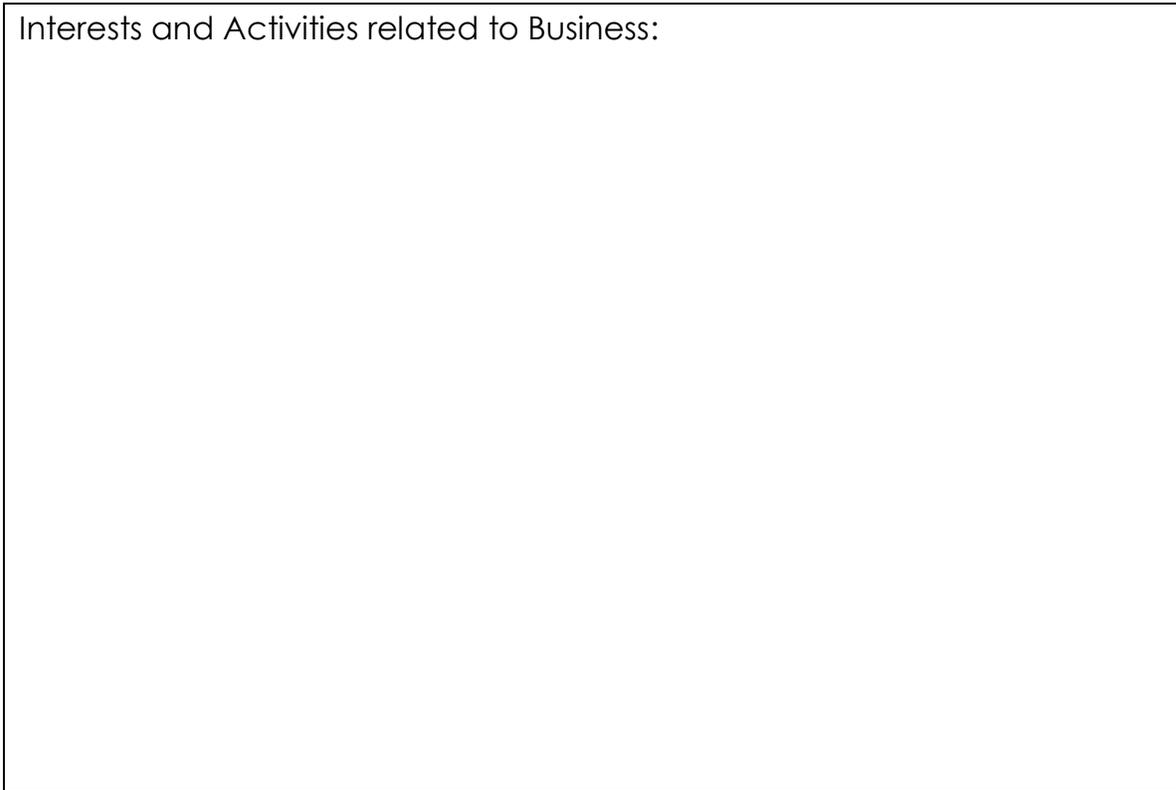
Education. Include specialties if any:

List any special courses, seminars or training you have received outside of your formal education:

Describe the areas where you need to brush up on knowledge or skills:

Special Achievements, Grants, Awards:

Interests and Activities related to Business:



Recreational Interests and Activities:



Your Personal History:

Volunteer Work:

Skills, Abilities and Strengths:

Personal Likes and Dislikes:

Description of Personal Health. Indicate if you have any plans to maintain your health due to the extra stress and workload of running your own business:

### **Your Employment History**

List all the companies where you worked, what your job responsibilities were, and indicate what knowledge or skills you brought forward:

Narrative Product or Service Overview:

Does your service or product satisfy or create a market need?

Describe how your product or service satisfies or creates this need:

Describe the usefulness of the product or service:

Can your product be marketed on the Internet? Describe why or why not. Also note if it is on the Internet now:

Describe how the product will maintain market appeal:

What demographic group are you targeting?

Describe the size of the demographic group you are targeting:

Describe your competition and how your pricing and value compares to theirs:

*\*\*\*Generic Statements - Adapt appropriate ones to your plan \*\*\**

The distinctive competitive advantages which this Company brings to this market are:

- Several years of hands-on experience in this market.
- Appropriate Consultants to provide sophistication in management and finance permitting efficient running and lean structure, yet still providing quality service to clients and customers.
- Operating costs are reduced because the nature of this industry permits operation out of the home.

- Operating a home based business offers the following advantages:
  - Lower overhead costs because the home also functions as a place of business.
  - By keeping overhead low, profits can be funneled back into operations thus avoiding high debt ratios or lost sales opportunities.
  - The home office is equipped with the necessary equipment to work efficiently and operate this business.
  - The location is convenient for my customers.
- As a unique service company, margins can be kept reasonably high, allowing provision for internal financing to foster growth possibilities.
- Originality of techniques, products, services and market innovations.
- The customers will pay on a fee for services basis when services are rendered.
- Complete catalogues and brochures will be printed periodically. Price lists will be updated as needed and advertisements placed in trade magazines.
- With this level of capitalization, should an unexpected downturn occur the Company will be able to continue operations on a positive scale.
- A quarterly email campaign directed at both current customers and prospective new customers consisting of an informative newsletter.

## **Research and Development**

Describe any research and development you have accomplished so far. See generic statements below.

### \*\*\* Generic Statements\*\*\*

- Considerable time has already been spent in researching and developing, methods and techniques as well as evaluating various procedures and standards.
- Thus far, accounting and tracking systems have been streamlined to be able to handle large amounts of information in a very efficient manner.
- A planned research project will centre around using the electronic highway to the benefit of my clients.
- As a historian and researcher, it is expected that travel to various countries will be necessary to continue these studies and research to collect useful methods and techniques from around the world. The

information gained will supplement what is learned here and will add to my credibility as a world status lecturer and writer.

- To this point, research has paid for itself in bringing this new products and services to market. However, time devoted to research will have to be budgeted according to priorities.
- Considerable time has also been spent in researching and developing our materials and methods. Thus far, better materials and several cost cutting methods have been discovered.

## **Pricing**

Outline the pricing of your product or service complete with description of how the pricing was obtained. See generic statements below.

### *\*\*\* Generic Statements\*\*\**

- Prior to setting product prices, costs were assessed on a unit basis. Then the market price was determined. At these rates it was determined that, for all but the lowest billing projections, this business would turn a profit.
- Fixed monthly costs were forecasted before setting the prices for services. Then the market rates for comparable services were determined and rates set accordingly. At these rates it was determined that, for all but the lowest billing projections, this business would turn a profit.

## **Marketing Strategy**

### *\*\*\* Generic Statements\*\*\**

- Over the past number of years, an increase in demand for my/our type of services/products has been noted. The market will be approached through the use of modern technology, i.e., Email, Faxes, and the Electronic Highway.
- A computerized, home based office allows me to track my client's needs and schedule house calls on one hours notice.
- As the service being offered is somewhat unique, informing the public and, in particular, home based businesses of the Company's capabilities are of utmost importance.
- To penetrate the targeted market efficiently, the intent is to aggressively attack the through the use of:
  - Telemarketing.
  - House-to-house visits to clients.
  - Sales calls on appropriates companies and institutions.
  - Calling on present and prospective clients.
  - Advertisements in magazines, newsletters and on the Internet World Wide Web.
  - Attending networking meetings.

Give a general description of your marketing strategy:

## **Targeting New Markets**

Select the appropriate areas to include in your business plan.

To foster continued business growth, the following methods will be examined and used where appropriate to expand markets and increase new areas of doing business:

- Direct customer contact - finding out their needs.
- Customer referrals.
- Adding complementary services/products.
- Attending Networking functions.
- On-line computer prospecting and qualification (The Internet, MSN, D&B, etc.).
- Research & development.
- Frequenting the places of leisure where successful people gather supporting the statement "More business is done on the golf course than in the boardroom." Therefore, the intent is to frequent and offer services to prospective clients in such places as Golf Courses, Squash Courts, and Ski Resorts.
- Market surveys
- On-line computer prospecting and qualification (Internet, etc.) - future growth.
- Trade shows.
- Car dealerships
- Funeral homes
- Limousines owners
- RV dealerships
- Boat owners and dealers
- Trucking industry, and related outlets. E.g. Truck stops.
- Bus - Coach owners
- Airports
- Car rental firms

## Summary

Write up a summary on the following page. You can use the following generic statements as a reference base.

### *\*\*\* Generic Statements\*\*\**

As I go forward with my business, I expect to pick up most of my clients while I am networking and out in public. It is not my intention to create a large company, rather just a successful home based operation. At this point in time, there is no need in this plan for detailed financial analysis as this is a simple business, and any income goes directly to the bottom line of my accounting books. I will expand the business slowly, one client at a time, thereby, always being in a position to offer top quality service to my clients.

This home based business will be able to grow into a viable long term venture. Medium and long term goals will be achieved through the security of savings, salaried and home based business earnings. The long term prospects are very attractive, and there is more than a reasonable expectation of making increasing profits. This is a low risk opportunity with a positive outlook.

Through the efficient use of sound business principles, overhead will be reduced as a percentage of sales thereby increasing the amount of profit to be retained in the business. Using is just good solid business sense, economies of scale, and the use of efficient financial techniques will foster development in the following areas:

- Increased customer service.
- Increased advertising expenditures.
- Increased profits.
- Increased selection of products and services offered.

This plan provides tremendous flexibility to use any of the options presented, or a mix of them, to effectively attack target markets and meet long term goals. This combination of experience, capitalization and innovation will assist in the Company's growth as it strives to reach its sales, profit and return objectives.

- \* This plan will be upgraded and updated as course corrections become necessary.

Outline the summary of your business here:

## **Objectives**

### *\*\*\* Generic Statements\*\*\**

My/our Company believes very strongly in technical, financial, business and moral excellence. To develop the immediate market, which is unlimited in size, and to secure a stable future for the Company and those connected with it, the following objectives have been set:

- Establish a profitable business centre.
- Provide a source of employment and income for myself/ourselves.
- To maintain a sound small business that contributes to the family income.
- Provide a secure financial future.
- Provide a rewarding occupation where collective experience can be fully utilized.
- The present market is quite large and continually growing. As it expands, more and more focus will be directed towards specialized products and services.

The Company intends to fill a niche market in its area by providing a unique, economical service to clients.

To be considered a market leader by clients in providing products and services as evidenced by:

- Providing Quality Service.
- Customer satisfaction.
- High end of scale in service value ratios.
- Increased productivity by investing in training and education.
- Budgeting for complete computer training for appropriate applications.
- Budgeting for necessary seminars and/or specific training education.
- Supporting company involvement in various local and national community organizations (Rotary, United Way, etc.) and charity events.
- To utilize an audit ready bookkeeping system. We have selected ARB for careful and detailed financial tracking.
- Technical excellence (awards, honors, etc.).
- Decrease, costs through acquisition of appropriate new equipment.
- Decrease costs through volume buying and acquisition of new equipment.
- The use of GEEMO a task and time customer management system.

List your objectives here using the previous page as a guideline:

## **Mission Statement**

Comments related to specifics of business: Complete your Mission on the next page.

- What business you are in.
- What specifically you do.
- How you do it.
- Why your customers deal with your company.
- Why your customers deal with you personally.

### *\*\*\*Additional Generic Statements\*\*\**

- To provide outstanding products and services.
- This is accomplished by practicing the art of “Kaizen” The Art of Continuous Improvement.
- To promote the growth and prosperity of this company.
- To become an industry leader.
- To provide the highest level of customer service in the industry.
- To provide the highest level of professional and ethical standards in dealing with customers and suppliers.
- To ensure the customers receive outstanding value for their money.
- To exceed the expectations of customers..
- To ensure every associate has an equal opportunity to develop their full human potential.
- To make a difference!

Your Mission Statement goes here:

## **Your Commitment**

\*\*\* *Generic Statements*\*\*\*

- To do whatever it takes to ensure the highest level of success and professionalism to anyone contacted in the course of business.
- To be a leader on the path to success, peace and prosperity.
- To build a stronger sense of community and traditional and family values.
- To assume the responsibility of leading by example.
- To ensure that the customer is always more than satisfied.

Write out your commitment here:

## **Corporate Values**

*\*\*\* Generic Statements\*\*\**

- A belief in honesty, integrity and that by helping others we help ourselves.
- A desire to be known by peers for professionalism in dealing with clients and suppliers.

List your corporate values here:

## **Customer Bill Of Rights**

- As a customer you are entitled to be treated with friendliness, honesty and respect.
- As a customer, you are entitled to full value for your money. When purchasing a product or service, you should feel assured that it was a good buy and that the product is exactly as represented.
- As a customer you are entitled to a complete guarantee of satisfaction. This is especially true when you buy the product sight unseen.
- As a customer you are entitled to courteous, knowledgeable answers to inquiries.
- You are entitled to all the help we can give in finding exactly the product, service or information you need.
- As a customer, you are entitled to be an individual dealing with individuals.
- As a customer are entitled to have your phone calls answered promptly, in a friendly, personably, professional manner. You are entitled to have your call put through without delay
- It is your right to be treated in exactly the same fashion that we desire to be treated when we are the customer.
- As a customer you are entitled to expect delivery on time.
- Further, you have a right to be advised when there is going to be a problem.

List any additional comments here:

Do you have a computer?	
What type?	
Describe the software you have and what you intend to use it for. Also list the software you feel you will need in the future to do your business.	
The following outlays for supplies, capital equipment and inventory are anticipated.	
Computer and printer	
Computer Software	
Office Supplies	
Extra tools and equipment	
Inventory	
Trade Show Marketing	
Company brochures,	
Business cards and letterhead	
Fax Machine	
Scanner	
Telephones	
Describe future technology requirements	
Simplified Financial Projections	

**Profit / Loss Statement for Small Business Period**

From \_\_\_\_\_ to \_\_\_\_\_

Item	Expenses	Income
Sales		
Interest		
GST collected		
Royalties		
Capital Gains		
Other Income		
Total Income		
Car Expenses		
Repairs & Maintenance		
Gas		
Insurance		
Travel Expenses		
Rent		
Repairs		
Phone		
Utilities - Light/Heat/Water		
Wages & Benefits		
Commissions		
Accounting Fees		
Legal Fees		
Dues		
Promotion & Advertising		
Supplies		
Meals & Entertainment		
Office & General		
HST expended		
Interest		
Insurance		
Taxes		
Shipping & Postage		
Bank Charges		
Total Expenses		

## **"From Labors of Love to Marketable Skills"**

*For Women who Work at Home who are looking for employment.  
(This Applies to Men Too)*

1. Women who have been out of the workforce for a time, no matter how long, face a multitude of obstacles upon attempting a re-entry. The first thing to realize is that you have to be your own best horn blower. So many of us are used to understating and underestimating our own skills and talents as we do our best to nurture them in others, that we forget that we are at least 50% responsible for how others see and value us as potential employees, students, and consultants. The Earth Skills book offers practical, fast-acting strategies for getting yourself to the point where you can say, "Yes! I have something to offer!"
2. So, armed with a new found sense of entitlement, a sense that you have a right to charge money for the valuable services and products you want to market, you face the problem of learning the language of the marketplace. No matter how well suited you may be for that job you want; the employer will not give it to you unless you can communicate in their language. At this point you need to learn the vocabularies of business. For instance, anything to do with love or making others feel welcome, would need to be translated into something to do with your having excellent interpersonal skills. One good way to get cracking on this one is to brainstorm your life with one or two friends who can help you to see your life through new eyes. The fact that you carefully read cans of beans for nutritional information can be translated into your having keen literacy skills, a knowledge of dietary guidelines, and having incorporated new research into the daily eating patterns of your family. See! You do have knowledge! Any of your hobbies need to be dissected in this way, as do all of your work day activities. Since your life has not unfolded in a series of chronologically ordered jobs, it makes sense for you to put together a skills-oriented resume.
3. Once you have mastered some of the new nouns (categories, renaming activities), you will need to learn some of the more important verbs in the business world. Business people and clients respond positively to action words. Consider the next sentence to see the advantage of action words. "Business people seem to like action words" versus "Business people respond positively to action words." Respond positively packs much more of a wallop than

- seems. We have included a list of action verbs for you to consider when dealing with business oriented people. Use them whenever possible, and avoid what is known as the "passive" voice. For instance, instead of saying, "I have served (that's the passive tone you want to avoid) on the PTA for the past three years," try it this way: "Participated in the PTA for 3 years, implementing a new fund-raising plan and negotiating with other parents for an extension of the hot lunch program." Or, instead of "Acted as Brown Owl for the 52nd Brownie Pack," try "As Brown Owl for the 52nd Brownie Pack, mentored 30 girls between the ages of 6 and 8 for ten years. This is a good style when your are outlining information. Do not use it as a regular writing style.
4. After you've practiced this for a while, put together your best effort at a resume, and then show it to some people who know you well, and others who know you only slightly. See what they think, and remember, they are not the final judge of its worth, you are. You are doing this to get a sense of how well you are blowing your own horn! One thing a lot of people cannot bear is to hear themselves praised, especially by themselves. Remember though, that the realization of your dreams depends on your breaking through the false modesty that holds back many people. Almost all of us have been taught that for a woman to be appreciated, she must come across as, among other things, quiet, modest, and almost invisible. No wonder then that it feels so strange for us to stand up, speak out, and glow with good things to say about our abilities and experiences. Resist being your own worst enemy, and take this opportunity to frame your life in the respectful, admiring frame it deserves.
  5. The last step you need to consider is the letter of application that goes with any resume. Your task will be to convince the person to whom you a responding that you understand the requirements of the job, and that you are absolutely convinced that your experience as a homemaker has prepared you for that job. Your rhetorical skills, that is, your ability to persuade, must be put to as much use here as they were in the resume. Use action words, keep it short, and tell, do not ask, the employer, why they need to have you on their team. They may not know how your multitude of skills will bring them a set of skills for which they normally would have had to pay three 'trained' workers. Above all, resist the urge to apologize. Women are always doing this, partly because they are attuned to the feelings of others, and partly because they

instinctively fear taking up too much space. It's time to stop it! The world needs the knowledge and skill sets that women as a group generally possess. The bottom line is, no matter who you are, or how good you are, no one will know if you don't tell them yourself. Eventually you will begin to feel pleasure in speaking up and being what used to feel 'audacious'. For the format of the application or cover letter, the best thing you can do for yourself is to keep it simple and neat, with lots of white space on the single page that you will send, and follow the school House Earth Skills formula for successful letter writing.

6. Finally, you may sense that the person doing the hiring would do best to hear your story straight from the horse's mouth. In that case, you may want to pique their interest with some cryptic comment, or a challenge or a riddle, and then advise them that you will be calling in a week or so to find out their response. Use this tactic sparingly, but remember, your gut feelings are as much use to someone in your position as all the resume manuals in the world. This information has been offered to inspire you to find a new confidence in your abilities and your future, and to learn to translate those abilities into the language of commerce and exchange.

Happy hunting everyone!

## **Labors of Love into Saleable Skills: Guidelines for Translation**

- A. Using slips of paper, index cards or stick-ups, first write down everything you do in your day to day life, leave out nothing, including the "quality" time you spend with your friends, children and partner.
- B. Remember to include seasonal and occasional work, such as gardening and Christmas craft making.
- C. Include all activities, even those that seem like a "labor of love," such as making a Halloween costume for your child.
- D. Now organize your tasks according to the set of categories that make the most sense for your purpose. You will want to emphasize different things for college applications, for jobs in the business world, and for those in the arts and non-profit organizations. Some useful generic categories are:

### **Communications Work:**

- Conflict management.
- Negotiated resolutions between five siblings, ages 5-17.
- Negotiated resolutions to arguments between family members.
- Worked through serious disagreement over investments with spouse, and came to a compromise both parties could live with.
- Worked as a liaison between child and hostile teacher to achieve better grades
- Regularly gave praise to my children and my spouse, to let them know they are appreciated and to foster a group dynamic in the family.
- Held weekly family meetings designed to get everyone's feelings out onto the table for discussion.
- Discussed issues of sex and intimacy with my children as they became curious, to help them build good feelings and boundaries about their bodies.
- Kept in touch with my parents and my partner's parents, recognizing and facilitating their relationship with their grandchildren.

### **Leadership Work:**

- Organized an informal Neighborhood Watch on my street.
- Led a fund-raising campaign to buy shirts for the Pee-Wee hockey team.
- Inspired, planned and implemented my family's move from Alberta to

Ontario.

- Became the first person in my family to go to university.
- Became the first person in my family to seek counseling. As a result, most people in my family are now seeking counseling and self-improvement.
- Formulated consistent rules and disciplinary measures for my children.

**Team Work:**

- Shared the parenting of two children with my partner, with flexibility as to our roles.
- Worked with my children to get the weekly tasks done, so that everyone had a stake in the successful running of the household.
- Helped to facilitate and participated in a support group.
- With six other mothers, took on City Hall and got a stop light installed at the corner.
- Created a neighborhood system of hand-me-downs, so that new mothers could save money on clothing for themselves and their children.

**Administrative Work:**

- Tracked birthdays in both branches of the family, and made sure all received cards.
- Budgeted the family income, on an annual, monthly and weekly basis.
- Planned nutritious, pleasing menus for six people for twenty two years.
- Balanced the cheque book each month and paid all the bills.
- Organized events around seasonal holidays.
- Organized a system for filing receipts and calculated yearly income tax.

**Educational Work:**

- Did sex educational work at home and at the local school (see below.)
- Read stories to my children each night, and taught them the letters of the alphabet
- Practiced multiplication tables, and basic mathematics with my children each week.
- Taught my children to cook, to do laundry, to sew, to knit and to keep a clean house.
- Taught my son to play the guitar and to appreciate many varieties of music.
- Taught my entire family about recycling.
- Taught my children how to play games and how to interact socially.
- Facilitated my children's' awareness of other cultures and our own culture's idiosyncrasies by cooking meals from their friend's native

cuisine.

- Led my family on several difficult hikes in the Rocky Mountains, and introduced them to the science of botany and arts of wild herb-craft.

**Community Work:**

- Carpooled neighborhood children to school for five consecutive year.
- Volunteered at five school functions per year.
- Participated in Neighborhood Watch.
- Ran a booth on safe sex at the local school's health fare.
- Took part in Meals on Wheels for two years.
- Cared for other people's pets and homes while they were away.
- Designed and executed the sewing of ten surplices for the church choir
- Led a Brownie pack for three years.

**Reproductive Labor/Labors of Love:**

- Made three healthy meals each day for six people, including packed lunches.
- Washed ten loads of laundry per week at a laundromat.
- Sewed most of the clothing for a family of six, and altered many garments.
- Built much of the furniture in our house.
- Chauffeured children to and from school each day.
- Planted and maintained an organic vegetable garden each year.
- Went without sufficient rest for two years while caring for my sick baby.
- Performed major repairs to the family vehicle.

**C.E.O. Of The Home:**

*Skills To Draw On To Create A Resume Or Business Plan*

Instruct	Invent	Speak	Build	Delegate
Resolve	Co-operate	Teach	Execute	Demonstrate
Review	Negotiate	Train	Head	Design
Transmit	Process	Create	Hire	Forecast
Update	Contract	Decide	Present	Formulate
Integrate	Investigate	Staff	Preside	Generate
Revise	Produce	Define	Reorganize	Govern
Scan	Advertise	Stimulate	Schedule	Guide
Report	Adapt	Publicize	Screen	Handle
Represent	Administer	Publish	Select	Inspect
Research	Motivate	Reduce	Sell	Install
Devise	Co-ordinate	Hire	Analyze	Survey

Examine	Correct	Identify	Propose	Synthesize
Encourage	Lead	Order	Accomplish	Systems
Enlarge	Maintain	Organize	Control	Provide
Enlist	Manage	Originate	Assist	Implement
Establish	Manipulate	Oversee	Detail	Counsel
Estimate	Market	Perceive	Determine	Exchange
Evaluate	Mediate	Perform	Develop	Budget
Influence	Moderate	Persuade	Program	Lead
Inform	Modify	Plan	Promote	Solve
Index	Interpret	Solve	Act	Innovate
Initiate	Monitor	Prepare	Introduce	

### **Should You Decide You Need A Resume, here's how:**

#### Preparing Your Resume...

Don't be afraid to be different, because being the same as everyone else gets you lost in the crowd. A hundred people apply for a job for one person... the person who got the job is the person who was different. That means 99% of the people who thought they were doing it right, and would have criticized the person who got hired, the 99% did it wrong, the 1% who was different was the right one when all is said and done.

Before you start...Keep in mind when you begin compiling information this is your resume. You can do anything that you think is appropriate for the position you want. There is no standard way of writing resumes. In your resume, employers usually want to see how you are qualified to work with their company and how you can convey your specific qualifications effectively in print. They want to be able to quickly scan the resume to see if they are interested in reading it in detail.

Any tips in this document should be treated as suggestions on what you might decide to use. You will be using your resume to attract and keep your prospective employer's attention. Therefore, the resume should be written to highlight your unique skills. With this in mind, consider the following pages of suggestions and information as thought for preparing your resume.

#### *Section Information and Examples*

All resumes have certain things in common because every employer needs standard information such as your name, address, and phone

number. This document offers a information to consider. Remember, you are working on your resume, so pick and choose what works best for your needs.

### *Name, Address, and Phone Number*

Resumes must include your name, address, and phone number. Otherwise, the employer would have no way of contacting you if your resume is separated from your cover letter. Many people use their full names, but some prefer to use their first name, middle initial, and last name. Nicknames should be avoided in most situations.

### *Objective*

This section gives the employer a brief glimpse of how your qualifications will benefit the company. Try not to fall into the all about me trap of telling employers what they can do for you. Instead, show employers what you can do for them.

### *Education*

This section is very important. It should include information such as university attended, degrees earned, major, minors, grade point average, date of program completion, and so forth.

### *Job Related Courses*

You should emphasize certain aspects of your education by listing course names of specific classes you have completed. You may want to specify courses that have provided skills and/or knowledge which would be beneficial to the position you are seeking. You should list the courses that set you apart from the crowd.

### *Work Experience*

Work experience refers to positions you have held which are related to the position you are seeking. This area should include information such as job title, company name and address, dates, and duties performed. Usually job descriptions are broken down into lists of action phrases that itemize the significant details of your duties.

### *Skills*

This section should demonstrate the skills that you have mastered which would be useful for the position you are seeking. These skills do not necessarily have to be the result of employment. Course assignments often provide valuable exposure to skills.

### *Activities and Honors*

This section gives you a chance to note special activities you have participated in or special accolades that you would like the employer to know that you have received.

#### *References and Portfolios*

A Reference Sheet is a list of professional acquaintances that are willing to talk with prospective employers about you and your demonstrated abilities.

Your portfolio is a selection of professional quality work which you can give the employer as examples of your capabilities.

You may either send these items with your resume and cover letter or wait until the company requests copies of them. To notify the company that these items are available, many people make note of the fact at the bottom of their resume.

#### *Other Considerations*

Be as persuasive as possible when writing your resume. You are trying to sell yourself and your skills. There is no place for modesty in business or in getting a job. If you are an expert, don't expect your prospective employer to find that out on their own. The employer will not struggle to find hidden information. Very small print is extremely difficult to read, be sure to use clear and easy to read font sizes and styles.

It is a wise idea to research the prospective company so you will be more informed in the interview. It also demonstrates the level of interest you have in the job. Think about what qualifications the employer will most likely be looking for and then tailor your resume to demonstrate any special abilities or training you have in that area.

Always include a cover letter... it is critical that you create a strong interest in the person who receives your resume and causes them to read your resume right then and there instead of just putting it in the file to read later.

Don't say that you are looking for a place to put all your valuable skills and knowledge to work. Instead talk about wanting to contribute to the bottom line of the company.

To put it frankly; no one gives a rat's ass about all your wonderful training and pieces of paper. In today's world employers are looking for people who are rubber to the road kinds of bottom line oriented team players. A

degree may get you into the interview, but it is doubtful that the decision to hire you will be based on your education and the hiring is more likely to be about your ability to get the job done.

### *Summary*

Design your resume to show your skills, personality, and qualifications for a position. Keep the style of your resume consistent throughout. Your resume may be your first contact with a prospective employer so make it count. This is your chance to stand out and show off your unique qualifications for the position. Highlight the experiences that make your background or education special.

### *Quick Tips*

- Make your name stand out with bold text, underlining, or all capital letters.
- Keep your resume clear and easy to read with a few different font styles and sizes. Avoid the busy look of too many styles and sizes.
- You are the best candidate for this position because...
- Use different font styles to emphasize certain items and lines.
- Use action verbs in the description of your jobs and activities.
- You don't have to send a reference sheet with your resume. It's your choice.
- Always list your phone numbers and addresses...always.
- Match your resume style to the company and position you want.
- For a conservative company make, a conservative resume.
- Research your company before preparing your resume. Be alert to the possibility of changes in the company.
- Eliminate excessive punctuation, and omit articles (a, an, the) if needed.

Make your resume work for you. Put work into your resume. Be different, stand out. Remember if you don't stand out, you will be left out.

Good luck in your journey to employment, and don't forget to consider self-employment.

Best Regards

Dan White