



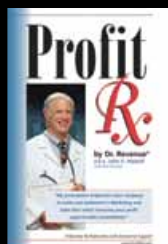
**JOHN HASKELL**  
**Dr. Revenue®**  
Rx for a Healthy Business

Creating an  
**Entrepreneurial  
Business Plan**



## About Dr. Revenue

As an EBP instructor for 17 years at the Business Expansion Network (BEN) of the University of Southern California (USC), John has worked with hundreds of entrepreneurs. He has written over 500 plans for mid-size and smaller businesses. John's Programs for Trade Associations, CEO groups, Family Business Associations, Chambers of Commerce and others consistently inspire attendees through their high energy, solid content, useful take-away tools and dynamic interaction.



**JOHN HASKELL**  
**Dr. Revenue®**  
Rx for a Healthy Business

**Dr. Revenue's  
Marketing & Sales Clinic**  
1700 Mandeville Canyon Road  
Los Angeles, CA 90049  
310.476.3355  
Fax: 310.471.7721  
eMail: DrRevenue@DrRevenue.com  
Website: www.DrRevenue.com



**See Dr.  
Revenue in  
action on  
YouTube!**

http://  
[www.youtube.com/  
watch?v=kKHPIEcxB0o](http://www.youtube.com/watch?v=kKHPIEcxB0o)

# Entrepreneurial Business Planning

*John Haskell/aka Dr. Revenue® has been teaching the Entrepreneurial Business Planning (EBP) course since 1993. Over this period hundreds of entrepreneurs have worked with John to create effective business plans.*



The custom EBP manual/workbook has been created to give simple organization to writing and implementing the participant's plan – 10 white tabs represent the 10 classes, 6 blue tabs identify and organize the powerful structure for the entrepreneur's plan.

The course is all about filling the workbook. The participant writes each section and sends it on to Dr. Revenue. John responds with hands-on comments and thoughts for the business owner/leader. It may take 2 or 3 rewrites, but eventually the participant gets a good version of his/her **Concept Statement**.

Next the planners build their:

- Management and Organization Plan
- Product and Service Plan
- Marketing and Sales Plan
- Financial Plan
- Operations Plan

### Field Visits

John makes a point of visiting each company at their place of business during the 10 weeks. These hands-on meetings with the entrepreneur and the management team work to make the plan stronger and more effective.

### The Final Plan

When the 10 classes are complete, the plan is nearly done. After fine tuning, the Plans are sent to John and his associate Howard Krisvov for final review.

For the participating entrepreneur after working hard for 10 weeks, the Company Plan is there to drive the business to increasing success. It is time to move the blue tabs to the front – the official Business Plan is ready to implement. **It works!**

### Entrepreneurs who have participated

Read the stories and comments of business people just like you who have experienced the Entrepreneurial Business Planning program.

See their stories...





# The Entrepreneurs

## GINGER PEACHY

*"Dr. Revenue classes were entertaining and enlightening.*

*It's rough having someone look at your business and point out the short comings but Dr. Revenue does it with the best intensions and really gives incredible advice.*

*One of the quotes that most stands out in our minds are that "You are taking your hobby and making it a business". Writing our business plan was a very important step in the growth of our company. John (aka Dr. Revenue) teaches with a step-by-step approach, he breaks it down and gives you hands on education in writing your business plan.*

*John is beyond helpful in meeting with you and discussing your business and he teaches you to ask the right questions. He brings in interesting and experienced talented people to speak to the class. Lastly, when he says to use him as a resource he will be there for you."*

*All the Best,  
Brooke and Aunt Jodi*



*"It was my marvelous fortune to be introduced to 'Dr. Revenue' many years ago in the USC Fast Track Program. John is a great teacher who was instrumental in the growth of my Company. He has been so supportive and I have had him as a guest lecturer to several business groups with which I am associated. He always received rave reviews. John has more business contacts than anyone I know. Even today if I need a contact or help with a problem, John never fails to respond in an outstanding fashion.*

*I have used him on many occasions over the years to speak to my employees and he has helped them immeasurably. Finally taking John's class had a profound positive impact on my business and life."*

*Thanks John,  
Jim Vuchsas President  
Seco Group, LLC*



*"My organization wasn't going anywhere fast until I took Dr. Revenue's business planning class. Since then we have grown from a company employing about 10 people to a company that employs 250."*

*Best regards,  
Philip Lance  
Co-Founder & President  
Camino Nuevo Charter Academy*



*"I was in the process of opening my physical therapy clinic. I was full of enthusiasm and I had 25 years of professional experience in the field, but underneath it all, I knew I had very little business knowledge and I was worried that I may not be able to pull it off. Unsure of what I needed to know, did my 'service business' need a business plan? After all I wasn't selling anything?"*

*I am happy to report that the program was a game changer. It gave me an avenue to learn all the major aspects of going into business. I learned step by step how to write a business plan. I learned terminology. I developed a business structure, a budget, and a sales and marketing plan. 10 weeks later, I had a huge binder that represented my business.*

*The weight of all my concerns and questions, were organized nicely into sections and I was able to resist the constant temptation to become worried and overwhelmed.*

*I started my business with a plan and began working my tactics with confidence.*

*The class time flew by with guest speakers, field experts and classroom discussion. John Haskell even came to visit my business.*

*The personalized attention was second to none.*

*If you are motivated and passionate about building your business, you can accomplish more than you ever dreamed of in John Haskell's 10 week entrepreneurial training course."*

*Carla Kazimir PT  
North Valley Physical Therapy*



*"As an entrepreneur it's important to learn about business through a combination of text book, hard knocks and mentoring. Dr. Revenue does an excellent job in combining the three in his course. A hard-nosed business veteran, Dr. Revenue presents his skills in a easy to understand method which combines humor with real-life horror stories. I am applying what I learned from his course not only to expand my business but to create other business opportunities for myself and others around me."*

*Thank you Dr. Revenue!  
Armando Salas  
WaterWise Consulting, Inc.  
Principal*



**Giroux Glass, Inc.**  
"An Employee Owned Company"

*"In the early '90s I purchased a piece of land that happened to have a business on it – Giroux Glass. At that time Giroux employed a few people and did under \$ 1 million in sales. My advisors subsequently suggested that it was prudent to keep Giroux running as a Commercial Glazing Business. Another advisor suggested that I learn something about business and mentioned the 'Fast Trac' class at USC. I jumped in and met John Haskell. The plan which I wrote has been modified, updated, and adjusted in the intervening years. We have never been without a plan. John's program helped me understand the business and understand management. Today Giroux has offices in Los Angeles, San Bernadino, Las Vegas and is growing, We are one of the largest Commercial Glazing businesses in the USA. Planning is a way of life for us."*

*Anne-Merelie Murrell  
President/CEO of Giroux Glass, Inc.*



**CHARLES H. STRAWTER DESIGN INC.**

*"In the fall of 2009, the USC Fast Trac Entrepreneur Program walked me through the creation of a focused business plan for Charles H. Strawter Design Inc, my three year old landscape architectural consulting practice. Having these plans in place for 2010 has saved me both time and money in preparing tax documents, applying for certifications, promoting my services, and responding to solicitations from potential clients. As an instructor, John Haskell set the bar for exceptional responsiveness. His knack for reviewing my work and literally responding over night with insightful critiques gave me the ability to get as much out of the class as I was willing to put into it. I am recommending this class to all of my friends and family who have serious entrepreneurial ambitions."*

*Best Regards,  
Charles H. Strawter, ASLA, ISA  
Charles H. Strawter Design Inc.*



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eMail: DrRevenue@DrRevenue.com  
Website: www.DrRevenue.com