

How to Make Money from Business Plan Writing Skill

By

Richard Okon

Business Development Consultant and General Manager,

Dayo Adetiloye Business Hub

Outline

- Business Plan Writing as a Service
- Define your Target Market
- Marketing Strategies
- Excellent Service Delivery Methodology

Mindset



Business Plan Writing Service



Very many Business Consulting Companies started from writing business plans, and feasibility reports and Market research. Example is Dayo Adetiloye Business Hub, VIP Consulting etc.

Basic Services:

Business services as a business plan writer include helping companies and individual to write Business Plans, Business proposals and feasibility reports for Grants, Loans or Investors, contracts, etc.

Define Your Target Market

Who is Your Target Audience ?



Your target market may include;

- Students (Business plan assignments or MBA Business plan Projects)
- NYSC Corp members
- Entrepreneurs and Start ups
- Established companies looking for expansion Retirement Business plans

7 Ps of Marketing

- Product – Business plan
- Price- \$50- \$5000
- People – Consultants
- Promotion- Visibility, Branding
- Process- Outsource
- Place- Distribution/online
- Physical environment- Office place



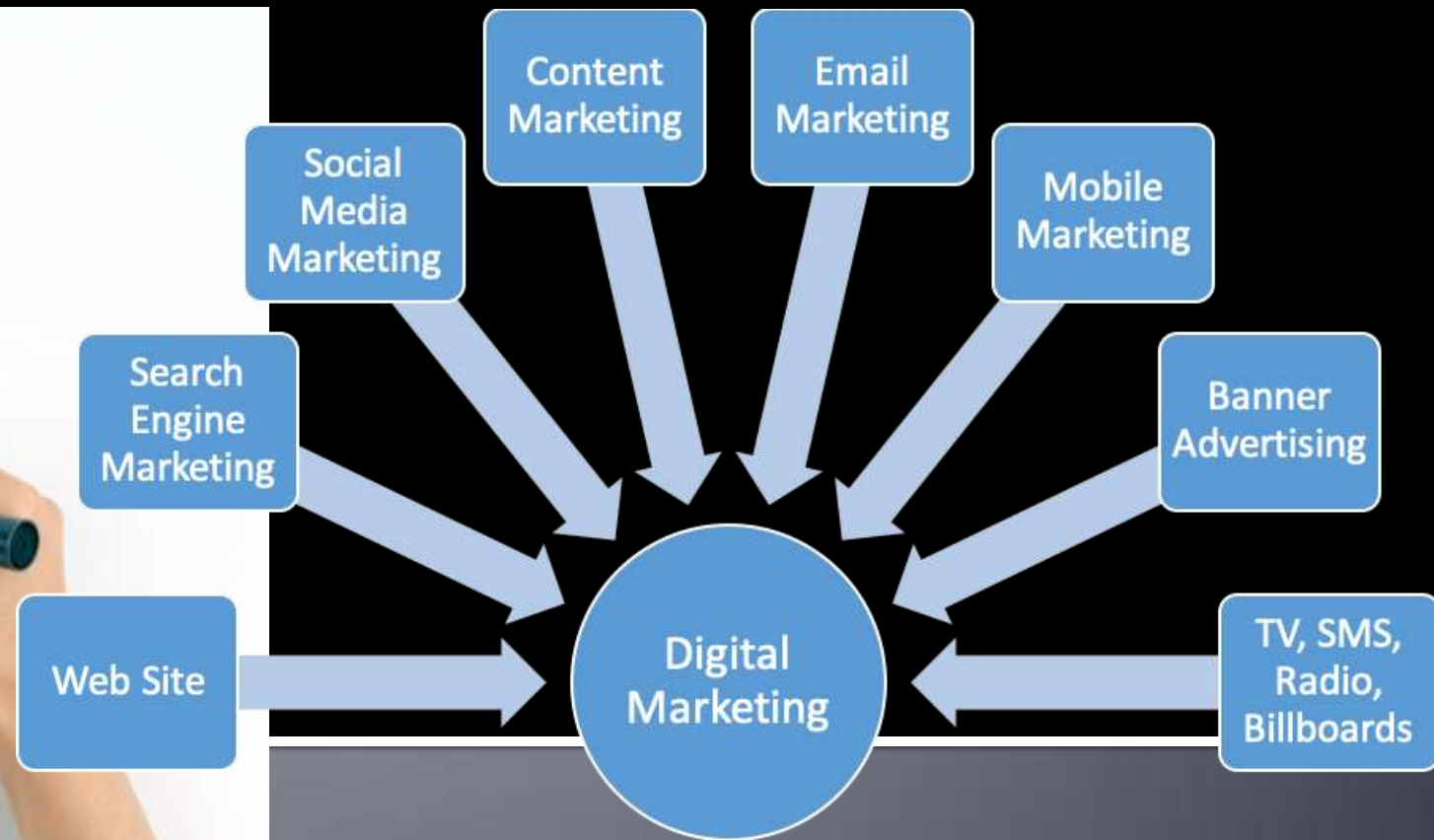
Offline Marketing



Offline Marketing

- Offer free services to individuals and businesses around you. This helps to build reputation.
- Professional groups like Chambers of commerce, etc.
- Referrals
- Affiliate marketing with DABH

Online Marketing



Online Marketing

- Offer free contents on social media accounts
- Do joint Ventures or Affiliate marketing
- Join forums
- Promote your services: Facebook Advert
- WhatsApp status, group
- Become a Guru: share content on Website, Youtube, Instagram, etc.
- Freelancing: accounts with Upwork, Fiverr allows you to remotely render business development services for clients across the world

Excellent Service Delivery



- Pricing
- Timeline
- Customer Service
- Collaboration
- Outsourcing
- Research

Go Corporate and Become an Authority

Register your business with CAC

Open a bank account for it

Have your website

Write a book

Do videos

Start small

Think big

Grow fast



What do you want in life?

“The world is moving so fast that there are days when the person who says it can’t be done is interrupted by the person who is doing it.

-Harry Forsdick”



QUESTIONS



**THANK
YOU**

FOR YOUR TIME