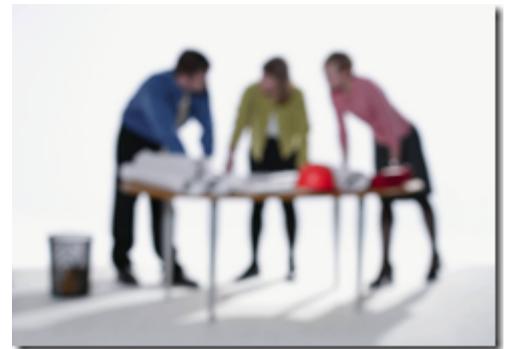


What Will Make the Difference | Extraordinary Business

How planning for next year will set you on a path toward building your extraordinary business.

Planning, for some, seems like the ultimate waste of time. For others, it is something that they can do with their own resources. For other's still, it is something that seems to be a tool used by other larger or more successful businesses or types of businesses.



All three responses could not be more wrong. A business that does not plan does not grow. Throwing ill-conceived ideas and concepts at the marketplace is often an exercise in futility; more often than not, these half-baked ideas tend to take up more resources than you realize and result in missed opportunities to do something more effective with your time.

Come on...you are better than that and can do better for your business.

Even marketing activities tend to be disjointed, short-lived and inefficient without planning. Consider a car manufacturer, for example, that starts a campaign for \$4,000 off or rebate. Just imagine if their website said one thing, their print ads said another, their TV ads said another and their social media said another...or it was mentioned on one or two, but not the other three? Would their impact be as

strong? Of course not.

By planning out the activities, you can make sure that the timing, resources (cash, people and time) are accounted for, and you can determine what success will look like. The alternative, of course, would be to put it off, forever, do a half-baked launch, come up short with cash, people and time to launch it correctly and allow the launch to linger too long, hoping that one more day will rain down success on your business when the reality is that your company looks desperate and you waste valuable resources.

Fortunately, it doesn't have happen like that. You can plan.

All of the work that went behind the scenes at Facebook, Twitter, Groupon and [Apple](#) didn't happen by luck or chance. Every so-often they would sit down and say to themselves, "Where do we want to be by the end of next week/month/quarter/year/five years?" They defined it, then asked the question, "and what will it take to get there?"

Regardless of what size or shape your business is in, without goals, you have no where to go – and not no where to go but up! In order to build an extraordinary business, you've got to define what [extraordinary](#) means to you and your business, and build a plan to get there.

[Aepiphanni Business Consulting: The Business Strategy People](#) is an Atlanta, Georgia based Operations Management and Business Strategy Consulting Firm dedicated to serving the needs of small to medium sized business leaders. We help business leaders DESIGN| CREATE | BUILD extraordinary businesses. We support our clients with financial management, product and service production and delivery, outsourced services management, sales & marketing and business growth. We provide them with a number of flexible solutions to help them reach their goals.

Join us for a 30-minute complimentary [Coffee & a Consult](#), to

learn more about Aepiphanni and how we might help you move your company from existing to extraordinary.

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