



 **LivePlan**
for Strategic Advisors

A TEMPLATE IN:

 **KARBON**  **aero**
WorkTime Manager

 **Jetpack**  **Cloud Pricing**
for accountants and bookkeepers

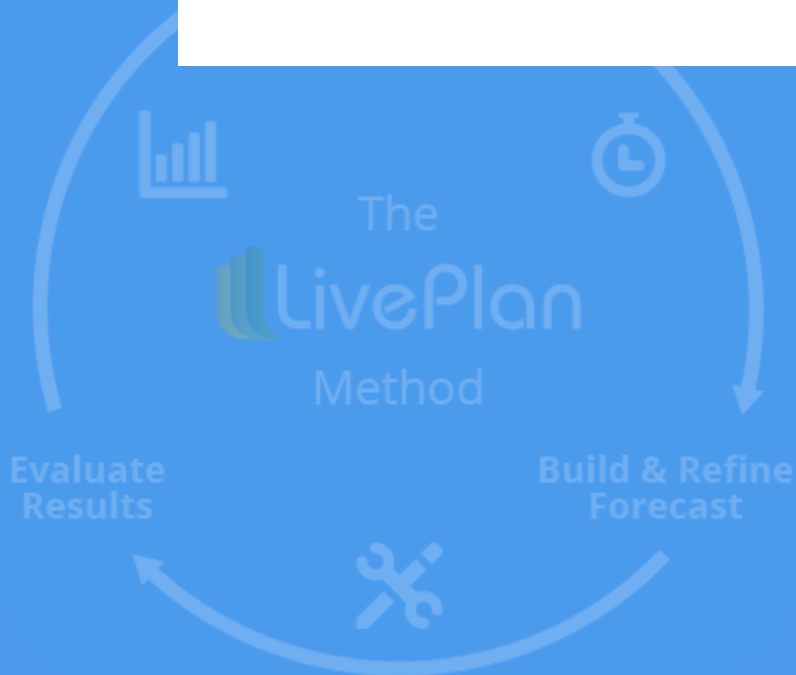
LivePlan Method Task List for Strategic Advising

All the tasks necessary to perform comprehensive advisory services profitably, on a monthly basis for each client.

Work tasks, order of operations, corresponding LivePlan software module, time duration, and work assignment.

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5 Tools for Better Results

Maximize The LivePlan Method for Strategic Advising with these tools.

Cloud Pricing

You'll need a good tool to help with pricing. [Cloud Pricing](#) takes away the guesswork, and in many cases, the pressure of the "sale." LivePlan Method is an available template in your Cloud Pricing app.

Workflow Software

LivePlan recommends [Aero](#), [JetPack Workflow](#), and [Karbon](#). The LivePlan Method is available as a template in all of these software tools.

Expert Advisor Directory

Become [LivePlan Expert Advisor Certified](#), begin advising three or more clients, and become listed in our [online directory](#). It's a great way for clients to find you online.

Strategic Advisor Blog

Read the LivePlan [Strategic Advisor blog](#) for education and inspiration on Strategic Advising for your small business clients.

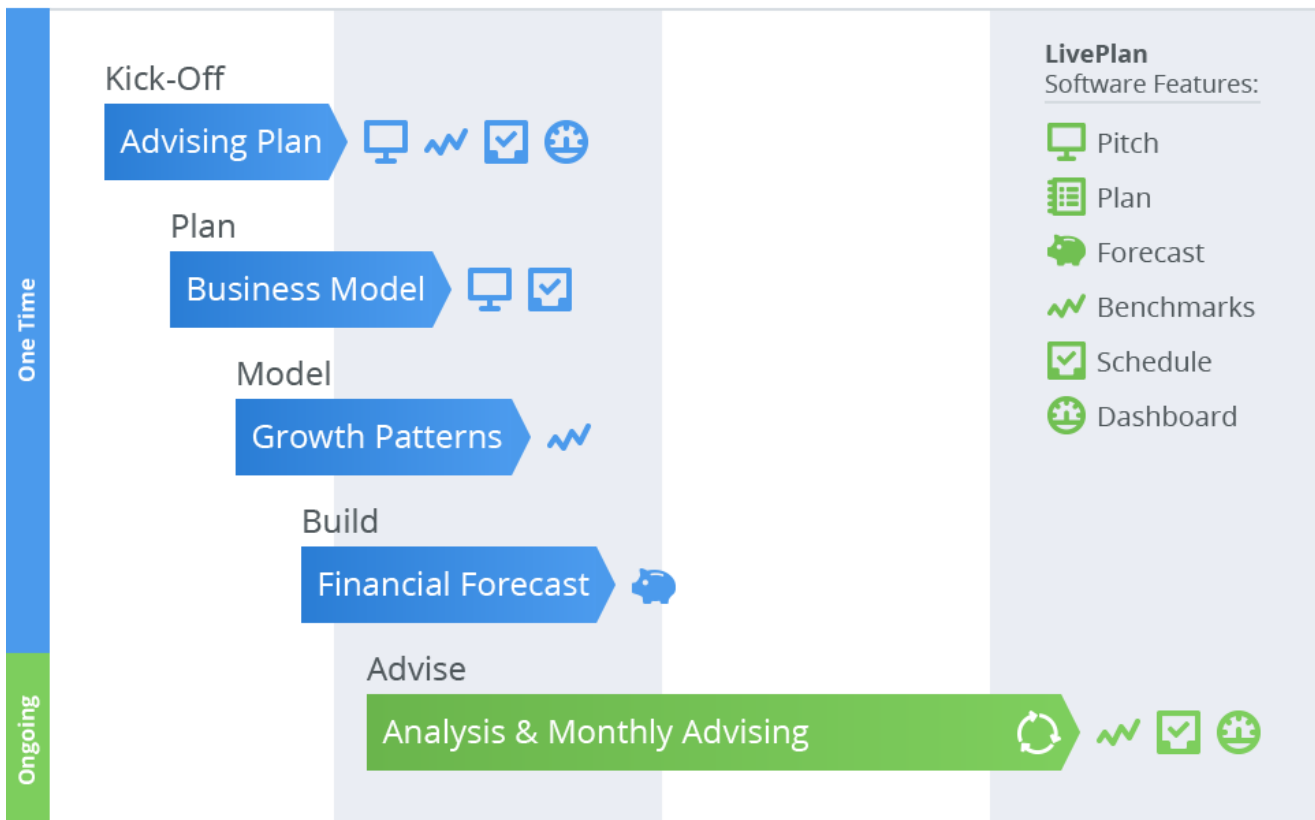
Bplans

Use [Bplans](#) as a resource for your small business clients for their own education. Bplans is full of free content, and is your complete guide to business planning.

Timeline of Work

The majority of work happens one time as prep work. The repeated advisory phase is where the work becomes profitable.

The LivePlan Method in Practice



One-time prep work = 8.5 hrs

Kickoff, Plan, Model, Build

Monthly recurring advisory work = 3.0 hrs

Advise

Kickoff Phase

Frame the advisory relationship, learn your client's broad business goals and sell them on advisory. Also set-up the LivePlan account. This is a one-time process.

TASK	LIVEPLAN MODULE	TIME	JOB ASSIGNMENT
1.01 - Create LivePlan Company from LP or Intuit App Center	Options	:05	
1.02 - If not Intuit, connect QB or Xero: auto-sync, auto-map	Dashboard	:05	
1.03 - Set up Dashboard with mapping (NOW AUTOMATED)	Dashboard	:00	
1.04 - Set up Benchmarks: select appropriate variables in header	Benchmarks	:05	
1.05 - Set up Pitch: company logo, headline, problem	Pitch	:15	
1.06 - Schedule Kickoff meeting and record in Milestones	Milestones	:15	
1.07 - Prepare for Kickoff meeting - download and use resource guide	Kickoff mtg guide	:30	
1.08 - Host Kickoff meeting - use resource guide	Kickoff mtg guide	:60	
	Subtotal Kickoff	2:15	

Plan Phase

Perform Lean Planning. What does your client sell, how do they sell it, to whom, and what resources do they need? This is a onetime process.

TASK	LIVEPLAN MODULE	TIME	JOB ASSIGNMENT
2.01 - Problem Worth Solving and Business Solution		:15	
2.02 - Target Market		:15	
2.03 - Sales Channels and Marketing Activities		:15	
2.04 - Resources: partners, IP, patents, long term debt		:15	
2.05 - Contractual or other Milestones		:15	
2.06 - Publish Pitch to secret webpage or PPT for client review		:15	
	Subtotal Plan	1:30	



Market size: \$33.8M

Target market

- **College students** 43% (\$22.5M)
- **Young families** 34% (\$6M)
- **Trail enthusiasts** 12% (\$3.5M)
- **Parents 35-55** 10% (\$1.8M)

Competitors

How our solution is better

Local bike shops

Welcoming, family-friendly space

Big-box retailers

Higher quality gear and expert advice

Online retailers

Ability to test drive and local repair

Model Phase

Establish an historical basis for your client's lean plan projections.
This is a one-time process.

TASK	LIVEPLAN MODULE	TIME	JOB ASSIGNMENT
3.01 - Gather historical P&L (NOW AUTOMATED)	Forecast	:00	
3.02 - Review preliminary forecast for trends and ratios	Forecast	:30	
3.03 - Compare Benchmarks data	Benchmarks	:20	
3.04 - Confirm forecasting categories	Pitch & Forecast	:10	
3.05 - Determine forecasting patterns: growth , ratios, etc.	Forecast	:30	
3.06 - Review beginning balances (NOW AUTOMATED)	Forecast	:15	
	Subtotal Model	1:45	

Build Phase

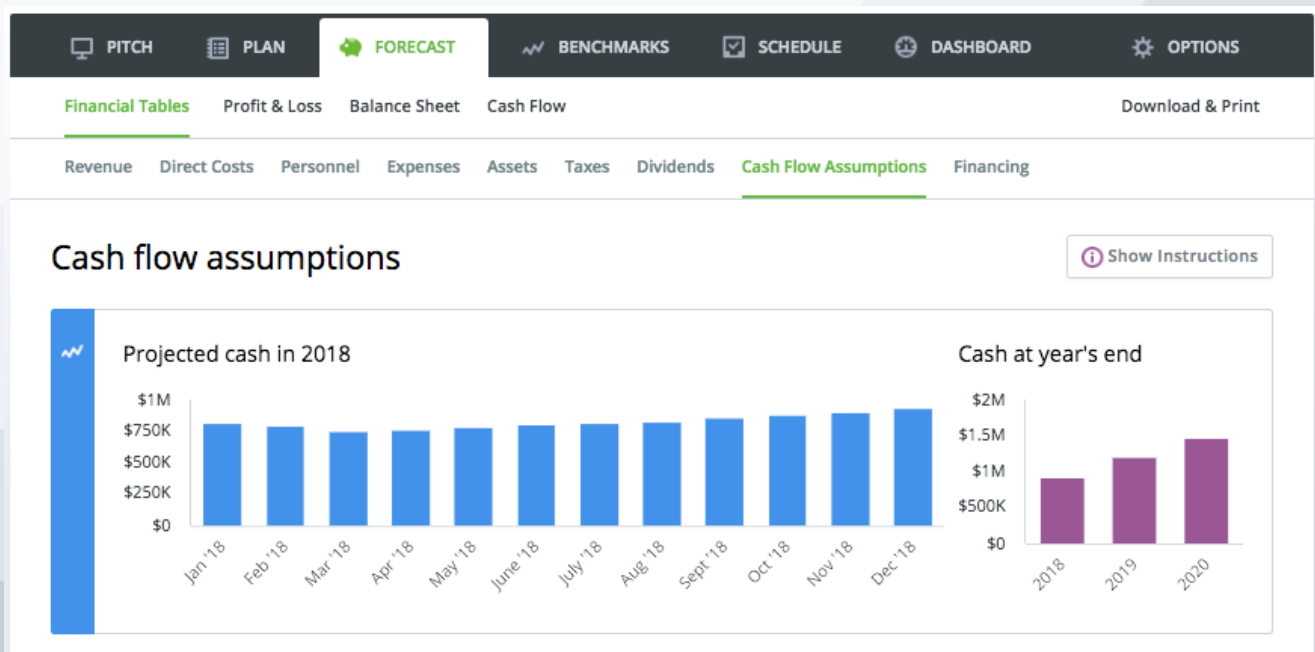
Build the roadmap: a full financial forecast of P&L, Balance sheet and cash flow. This is a one-time process.

TASK	LIVEPLAN MODULE	TIME	JOB ASSIGNMENT
4.01 - Adjust preliminary revenue based on growth patterns	Forecast/ Revenue	:20	
4.02 - Adjust direct expenses using GM targets	Forecast/Direct costs	:20	
4.03 - Enter employee labor in Personnel or as expense line item	Forecast/ Personnel	:20	
4.04 - Adjust expense items using established ratios	Forecast/ Expense	:20	
4.05 - Enter assets and schedule	Forecast/ Assets	:15	
4.06 - Enter dividends and schedule	Forecast/ Dividends	:15	
4.07 - Enter estimated rate for corporate and sales taxes	Forecast/ Taxes	:10	
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Build Phase

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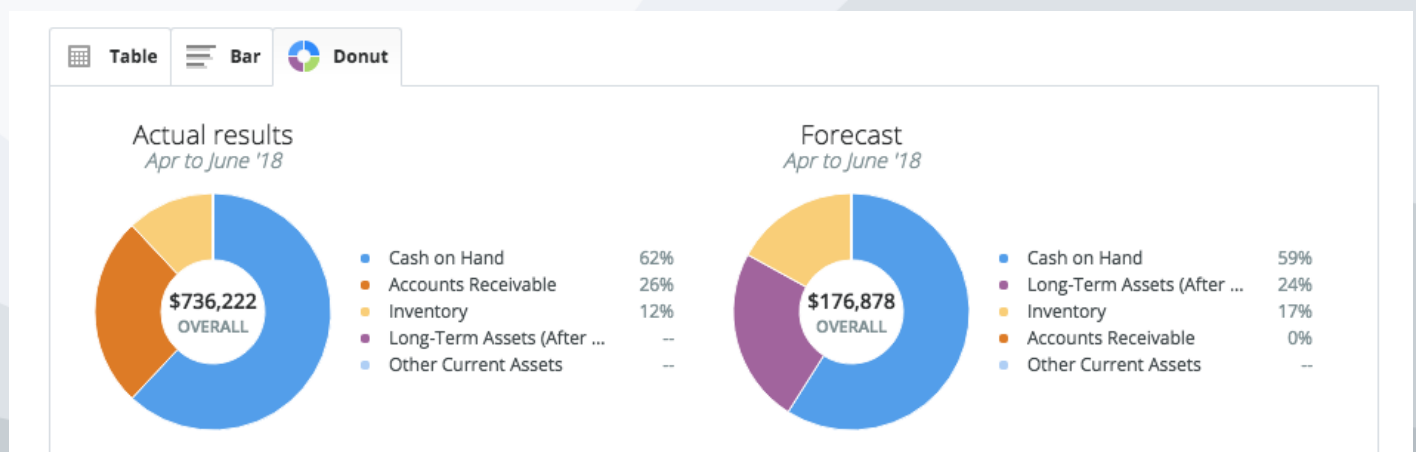
TASK	LIVEPLAN MODULE	TIME	JOB ASSIGNMENT
4.08 - Set cash assumptions (AR and AP days)	Forecast/ Cash assumptions	:15	
4.09 - Enter financing needs based on the forecast	Forecast/ Financing	:15	
4.10 - Confirm automated beginning balances	Forecast/ Balance Sheet	:15	
4.11 - Finalize mapping	Dashboard	:15	
	Subtotal Build	3:00	



Advise Phase

The monthly, repeated work of advisory. This is where the work becomes profitable.

TASK	LIVEPLAN MODULE	TIME	JOB ASSIGNMENT
5.01 - Review Dashboard: actuals, variance from forecast, trends	Dashboard	:40	
5.02 - Review Benchmark data	Benchmarks	:20	
5.03 - Monthly meeting prep: print reports and client notes	See Monthly Advising resource doc	:20	
5.04 - Host monthly meeting	See Monthly Advising resource doc	1:20	
5.05 - Monthly wrap up–post meeting	See Monthly Advising resource doc	:20	
	Subtotal Advise	3:00	





Online Training

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- Optimize Your Advisory Workflow
- Learn LivePlan Software
- Price Your Advisory Services
- Attract Valuable Clients
- Get Certified and Gain Leads

LivePlan.com/Strategic-Advisors/training

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