



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

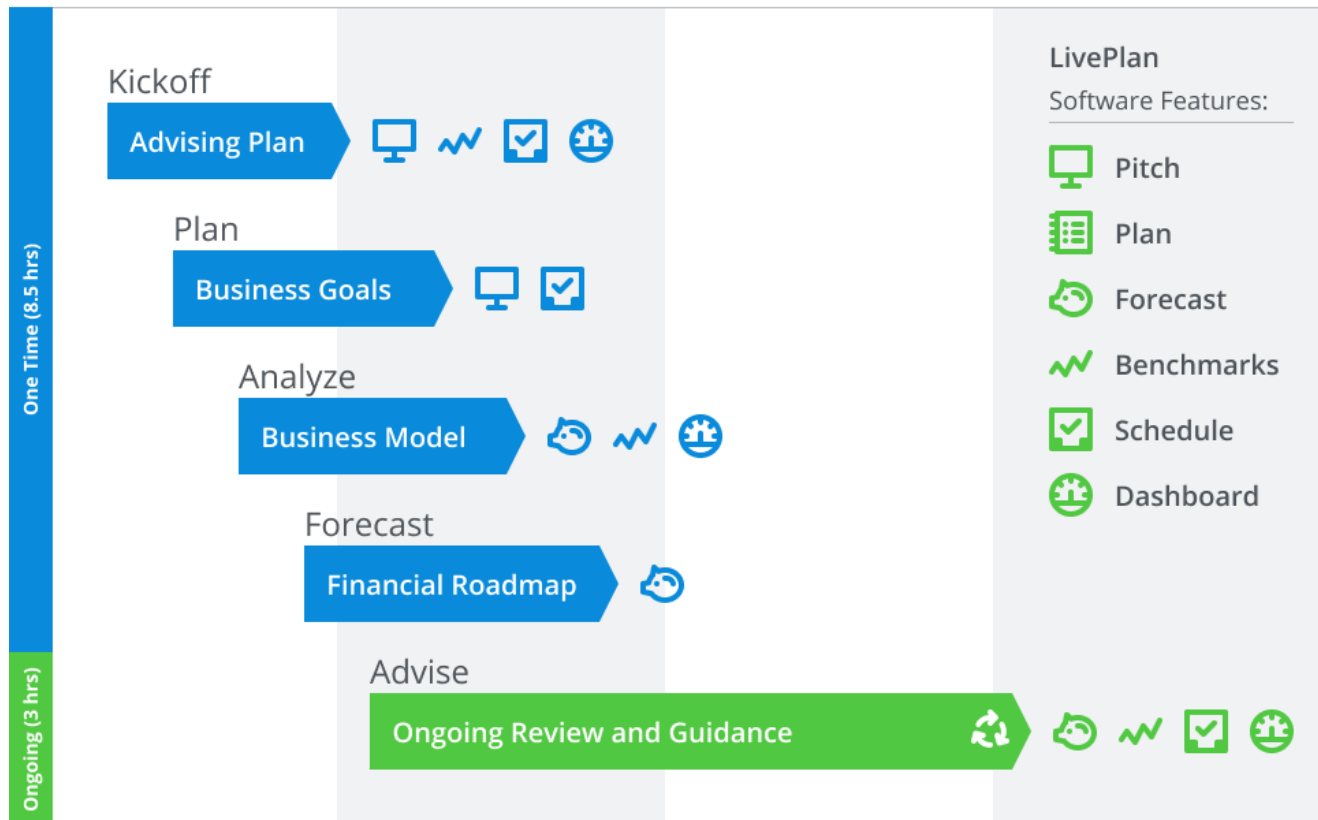
Use [Bplans](#) as a resource for your small business clients for their own education. Bplans is full of free content, and is your complete guide to business planning.

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 for Strategic Advising

LivePlan
for Strategic Advisors



One-time prep work = 8.5 hrs

Kickoff, Plan, Analyze, Forecast

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	:03	
1.02 - Connect accounting solution - apps.com is automatic	Dashboard	:03	
1.03 - Check preliminary Mapping (from automated)	Dashboard	:15	
1.04 - Set Benchmarks with appropriate variables	Benchmarks	:09	
1.05 - Set up Pitch: company logo, headline, problem	Pitch	:15	
1.06 - Schedule Kickoff meeting and record in Milestones	Milestones	:15	
1.07 - Access the Kickoff Meeting resource guide	Kickoff mtg guide	:00	
1.08 - Host Kickoff meeting - use resource guide	Kickoff mtg guide	:60	
	Subtotal Kickoff	2:00	

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
2.00 - Access the Plan Meeting resource guide		:00	
2.01 - Plan Meeting: Problem Worth Solving and Business Solution	Pitch	:15	
2.02 - Plan Meeting: Target Market	Pitch	:15	
2.03 - Plan Meeting: Sales Channels and Marketing Activities	Pitch	:15	
2.04 - Plan Meeting: Resources: partners, IP, patents, long term debt	Pitch	:15	
2.05 - Plan Meeting: Revenue Streams and Milestones	Pitch	:15	
2.06 - Publish Pitch to secret webpage or PPT for client review	Pitch	: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
<i>Local bike shops</i>	Welcoming, family-friendly space
<i>Big-box retailers</i>	Higher quality gear and expert advice
<i>Online retailers</i>	Ability to test drive and local repair

Analyze 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 - Review Dashboard data and note historical trends	Dashboard	:30	
3.02 - Compare Benchmark metrics column to Actuals column	Benchmarks	:15	
3.03 - If starting forecast from accounting data, review for trends	Forecast	:30	
3.04 - Confirm preliminary forecasting categories	Forecast	:15	
3.05 - Compile list of forecasting assumptions		:15	
3.06 - Confirm Beginning Balances are correct	Forecast / Balance Sheet	:15	
	Subtotal Model	2:00	

Forecast Phase

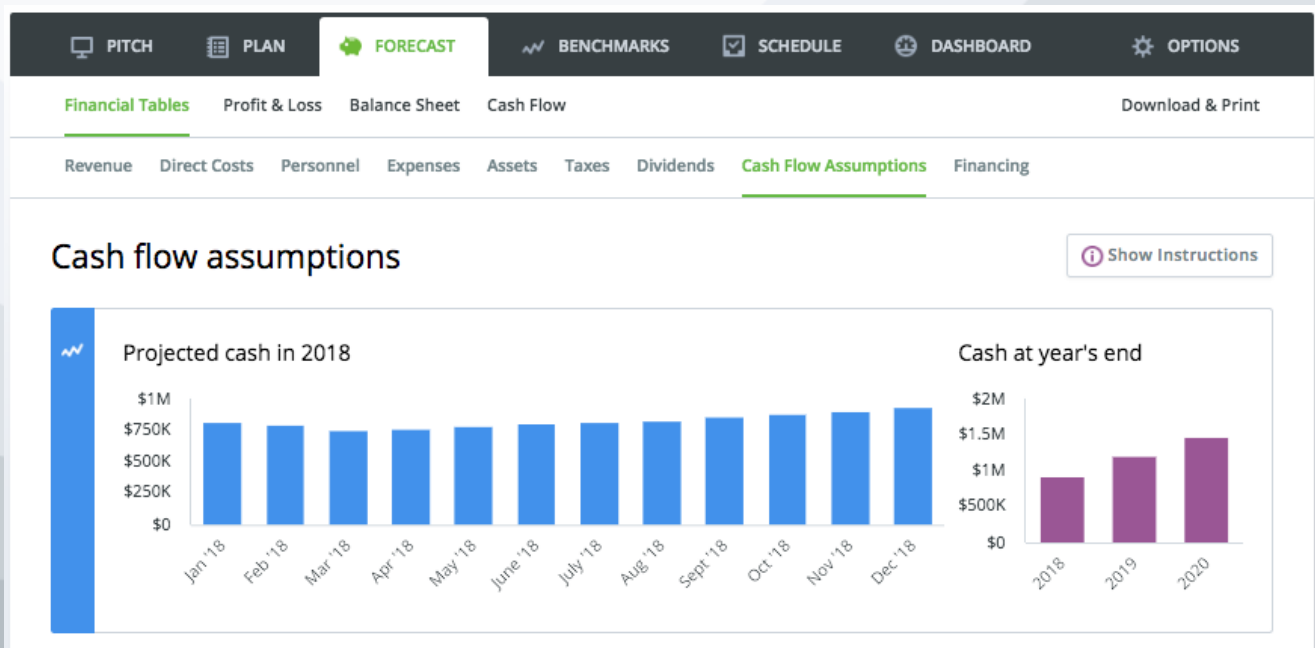
Build the roadmap: a full financial forecast of P&L, Balance sheet and cash flow. This is a one-time process.

TASK	LIVEPLAN MODULE	TIME	JOB ASSIGNMENT
4.01 - Adjust preliminary revenue based on growth patterns	Forecast/ Revenue	:18	
4.02 - Adjust direct expenses using GM target(s)	Forecast/Direct costs	:18	
4.03 - Enter employee labor in Personnel or as expense line item	Forecast/ Personnel	:18	
4.04 - Adjust expenses using established ratios	Forecast/ Expense	:18	
4.05 - Enter Assets & schedule	Forecast/ Assets	:15	
4.06 - Enter Dividends & schedule	Forecast/ Dividends	:15	
4.07 - Enter estimated rate for corporate & sales taxes	Forecast/ Taxes	:09	
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Forecast Phase

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TASK	LIVEPLAN MODULE	TIME	JOB ASSIGNMENT
4.08 - Set Cash Assumptions (AR & AP Days)	Forecast/ Cash assumptions	:15	
4.09 - Enter any Financing Needs based on the forecast	Forecast/ Financing	:18	
4.10 - Confirm automated Beginning Balances	Forecast/ Balance Sheet	:18	
4.11 - Finalize mapping	Dashboard	:18	
	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 and LiveForecast: actuals, variance, trends	Dashboard, Forecast	:42	
5.02 - Review Benchmark data	Benchmarks	:30	
5.03 - Access Advise Meeting resource guide - prep for meeting	see Monthly Advising guide	:15	
5.04 - Host monthly meeting	see Monthly Advising guide	:75	
5.05 - Monthly wrap up–post meeting	see Monthly Advising guide	:18	
	Subtotal Advise	3:00	



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