

Business Plan

Your name: **My name here.**

Name of your business now: "**Handwriting Services International**"

Name of your business after graduation: My company name here.

Mailing Address:

Any street.....

Any city, State, USA

Business Entity Form for Tax & Banking Purposes:

Currently Sole Proprietor, but eventually plan to go with an LLC.

Business Plan Table of Contents:

1. Mission Statement
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3. USP (Unique Selling Proposition)
4. Entity Structure
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Section One:
Mission Statement _____

Best Mission Statement.

To provide a viable, reliable, and trustworthy resource to victims of forgery and document examination crimes so that justice and honesty will prevail. My staff will be the counsel and trusted ally to attorneys and clients who need the very best trained, coached, and well-spoken expert witness available to speak the truth.

Mission statements that need work. Would these inspire an army to go to war?

To provide a document examination service to our client that will help them solve a problem.

Thomas Grogan and Handwriting Services International provide extensive personal and professional attention to our clients and customers. We offer accurate and unbiased opinions regarding the authenticity of a variety of questioned and disputed handwriting, signatures and documents.

Mission Statement: To become the worlds most respected, valued and sought after Document Examiner by finding the truth (authenticity) of a document. Giving fast, reliable, consistent service to people everywhere using basic and innovative ways that will help solve problems in their lives.

Note. "To become" is a goal... not a mission. A mission is something that can be achieved moment by moment, not an end-goal. And, what criteria could this be accomplished.

Working with Integrity, Professionalism, and with proven systems, to generate revenue through providing Professional Document Examination Services that will identify authorship of documents for my clients.

**Section Two:
Product / Service Description**

The product provided is an opinion concluded from the thorough investigation of the materials provided and requested by my company, an opinion that will hold up under court scrutiny.

Fee Schedule

- 1) Obtain a \$500 Retainer fee up front for pending services.
- 2) Verbal opinion :\$200.00
- 3) Written opinion:\$300.00
- 4) Attorney Consultation:
 - Verbal:\$ 75.00
 - My Office:\$100.00
 - Attorney's Office:\$100.00 per hour
- 5) On site inspection of Documents (plus expenses) . \$100.00 per hour
- 6) Photography:\$100.00 per hour
- 7) Courier Service (retained by client) Paid by Client
- 8) Travel:
 - Driving (hourly plus \$0.30 per mile).....\$ 50.00 per hour
 - Cost of Ticket plus travel time\$ 50.00 per hour
 - Lodging\$ 80.00 per night or actual cost if higher
 - Meals.....\$ 50.00 per day
- 9) Court display preparation :\$ 75.00 per hour
- 10) Court date appearance:\$1000 per day paid in advance
- 11) Depositions:\$ 200.00 per hour
- 12) Miscellaneous expenses may include:.....
 - Regular Mail.....\$ 5.00
 - Priority Mail\$ 10.00
 - Overnight Delivery:\$ 25.00

Section Three:
USP (Unique Selling Proposition) _____

Best

Needs Work:

Unique Selling Proposition

We will provide a handwriting service that offers an initial free consultation to potential clients to determine a future course of action.

Client will receive the additional opinion of a independent court qualified examiner in addition to my services and both examiners will appear in court if the case requires.

My experience as a CPA gives added perspective and credibility in determining fraud and forgery

I am a medical doctor, too

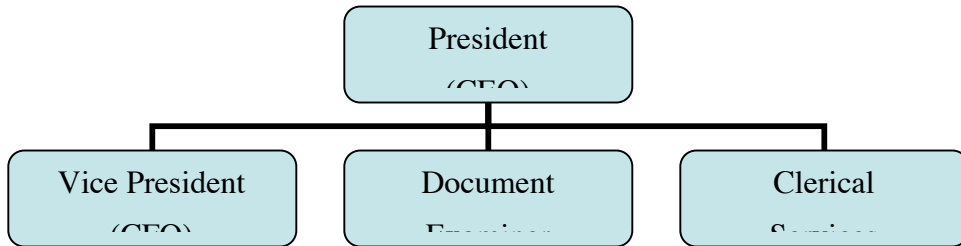


Section Four:
Entity Structure _____

Currently Sole Proprietor, but eventually an LLC



Section Five:
Organizational Chart _____



Section Six:
Administration / Accounting _____



Using Quickbooks for accounting

Bank account at TriCounties Bank, local branch located at Del Paso Blvd and Natomas Center Blvd.

What administration you using to do billing, letters, and clients.

Using 6 part Category files for storing case info, protecting originals with plastic enclosures

Section Seven:
Marketing Plan

Key Elements of Plan to be covered in detail:

- 1) Regular direct mail of marketing pieces, initially sending 20 pieces a week to potential clients. Initially attorneys, real estate brokers, and the police department

The marketing piece can be an introduction letter, an introduction postcard (sometimes color, as provided by Amazing Mail), a reminder letter with contact information on a ready-to-file rolodex card (various sizes).

- 2) Have a Yellow pages “ad”
- 3) Get Business cards made and include with all correspondence.
- 4) Internet page (referred to by the Yellow pages ad – line item)
- 5) Give away marketing items : coffee cups, coasters, pens. Things that will be used daily and often, to keep my business name and service in front of them.
- 6) Guest lectures weekly at community clubs around town. 1 per week.

Section Eight:
Financial Projections _____

See pdf files to follow:

Not good enough:

Financial Projections: While in the apprentice program, there is potential to make

a \$17,500.00 annual income, with the intent to double after the second year, and level at a minimal \$70,000.00 annual income by year 2006.

2006

Verbal Opinion	12	\$ 200	\$ 2,400	100%	\$ 2,400.00	
Written Opinion	60	300	18,000	100%	18,000.00	
Attorney Consultat	2	100	200	100%	200.00	
Photography	2	100	200	100%	200.00	
Court Display Prep	2	75	150	100%	150.00	
Deposition Time	2	200	400	100%	400.00	
Court Testimony	2	1,000	<u>2,000</u>	100%	<u>2,000.00</u>	
			\$ 23,350		\$ 23,350.00	\$ 23,350.00

2007

Verbal Opinion	24	\$ 200	\$ 4,800	100%	\$ 4,800.00	
Written Opinion	120	300	36,000	100%	36,000.00	
Attorney Consultat	3	100	300	100%	300.00	
Photography	3	100	300	100%	300.00	
Court Display Prep	3	75	225	100%	225.00	
Deposition Time	3	200	600	100%	600.00	
Court Testimony	3	1,000	<u>3,000</u>	100%	<u>3,000.00</u>	
			\$ 45,225		\$ 45,225.00	\$ 45,225.00

2008

Verbal Opinion	30	\$ 200	\$ 6,000	100%	\$ 6,000.00	
Written Opinion	208	300	62,400	100%	62,400.00	
Attorney Consultat	5	100	500	100%	500.00	
Photography	5	100	500	100%	500.00	
Court Display Prep	5	75	375	100%	375.00	
Deposition Time	5	200	1,000	100%	1,000.00	
Court Testimony	5	1,000	<u>5,000</u>	100%	<u>5,000.00</u>	
			\$ 75,775		\$ 75,775.00	\$ 75,775.00

Doc Exam Business Plan

Section Eight: Financial Projections

INCOME STATEMENT (Year 1 by month)

	Mar-04	Apr-04	May-04	Jun-04	Jul-04	Aug-04	Sep-04	Oct-04	Nov-04	Dec-04	Year 1	% of Total Sales
Verbal Opinion	\$200	\$400	\$600	\$800	\$1,000	\$1,600	\$2,000	\$2,400	\$2,600	\$3,000	\$14,600	64.04%
Written Opinion	\$0	\$300	\$300	\$600	\$600	\$600	\$900	\$900	\$1,200	\$1,200	\$6,600	28.95%
Attorney Consultation	\$0	\$100	\$100	\$100	\$175	\$175	\$200	\$200	\$275	\$275	\$1,600	7.02%
Deposition/Court Testimony	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%
Total Sales	\$200	\$800	\$1,000	\$1,500	\$1,775	\$2,375	\$3,100	\$3,500	\$4,075	\$4,475	\$22,800	100.00%
Operating Expenses												
Advertising	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%
Marketing	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,000	4.39%
Supplies	\$250	\$150	\$50	\$50	\$50	\$50	\$100	\$50	\$50	\$50	\$850	3.73%
Utilities	\$92	\$92	\$92	\$92	\$92	\$92	\$92	\$92	\$92	\$92	\$920	4.04%
Total Operating Expenses	\$442	\$342	\$242	\$242	\$242	\$242	\$292	\$242	\$242	\$242	\$2,770	12.15%
% of Total Sales	221.00%	42.75%	24.20%	16.13%	13.63%	10.19%	9.42%	6.91%	5.94%	5.41%	12.15%	

INCOME STATEMENT (Years 1 - 5)

	Year 1		Year 2		Year 3		Year 4		Year 5	
	Sales	% of Total	Sales	% of Total	Sales	% of Total	Sales	% of Total	Sales	% of Total
Verbal Opinion	\$14,600	64.04%	\$29,200	59.47%	\$42,000	53.50%	\$48,000	52.46%	\$55,000	49.77%
Written Opinion	\$6,600	28.95%	\$13,200	26.88%	\$21,000	26.75%	\$24,000	26.23%	\$27,500	24.89%
Attorney Consultation	\$1,600	7.02%	\$3,900	7.94%	\$10,000	12.74%	\$12,000	13.11%	\$18,000	16.29%
Deposition/Court Testimony	\$0	0.00%	\$2,800	5.70%	\$5,500	7.01%	\$7,500	8.20%	\$10,000	9.05%
Total Sales	\$22,800	100.00%	\$49,100	100.00%	\$78,500	100.00%	\$91,500	100.00%	\$110,500	100.00%
Operating Expenses										
Advertising	\$0	0.00%	\$1,500	3.05%	\$2,000	2.55%	\$2,500	2.73%	\$3,000	2.71%
Marketing	\$1,000	4.39%	\$3,000	6.11%	\$4,000	5.10%	\$5,000	5.46%	\$6,000	5.43%
Supplies	\$850	3.73%	\$1,200	2.44%	\$1,500	1.91%	\$1,800	1.97%	\$2,000	1.81%
Utilities	\$920	4.04%	\$920	1.87%	\$1,000	1.27%	\$1,200	1.31%	\$1,500	1.36%
Total Operating Expenses	\$2,770	12.15%	\$6,620	13.48%	\$8,500	10.83%	\$10,500	11.48%	\$12,500	11.31%

Roxi Phipps
 Document Examiner
 How Many Cases to Net \$100,000?
 7/25/04

Avg Fee	# Cases	Gross	% Earned	Amount Earned	Expenses	Net	Running Total
1,400.00	1	1,400	100%	1,400	(150)	850	60,620
400.00	6	2,400	100%	2,400	(150)	2,250	62,870
1,400.00	1	1,400	100%	1,400	(150)	850	63,720
400.00	6	2,400	100%	2,400	(150)	2,250	65,970
1,400.00	1	1,400	100%	1,400	(150)	1,250	67,220
400.00	6	2,400	100%	2,400	(150)	2,250	69,470
1,400.00	1	1,400	100%	1,400	(150)	1,250	70,720
400.00	6	2,400	100%	2,400	(150)	1,050	71,770
1,400.00	1	1,400	100%	1,400	(150)	850	72,620
400.00	6	2,400	100%	2,400	(150)	2,250	74,870
1,400.00	1	1,400	100%	1,400	(150)	850	75,720
400.00	6	2,400	100%	2,400	(150)	2,250	77,970
1,400.00	1	1,400	100%	1,400	(150)	1,250	79,220
400.00	6	2,400	100%	2,400	(150)	2,250	81,470
1,400.00	1	1,400	100%	1,400	(150)	1,250	82,720
400.00	6	2,400	100%	2,400	(150)	1,050	83,770
1,400.00	1	1,400	100%	1,400	(150)	850	84,620
400.00	6	2,400	100%	2,400	(150)	2,250	86,870
1,400.00	1	1,400	100%	1,400	(150)	850	87,720
400.00	6	2,400	100%	2,400	(150)	2,250	89,970
1,400.00	1	1,400	100%	1,400	(150)	1,250	91,220
400.00	6	2,400	100%	2,400	(150)	2,250	93,470
1,400.00	1	1,400	100%	1,400	(150)	1,250	94,720
400.00	6	2,400	100%	2,400	(150)	1,050	95,770
1,400.00	1	1,400	100%	1,400	(150)	850	96,620
400.00	6	2,400	100%	2,400	(150)	2,250	98,870
1,400.00	1	1,400	100%	1,400	(150)	850	99,720
400.00	6	2,400	100%	2,400	(150)	2,250	101,970

244 131,600.00 128,620.00 (10,650.00) 101,970.00
12
 20

Roxi Phipps
Document Examiner
How Many Cases to Net \$100,000?
7/25/04

Avg Fee	# Cases	Gross	% Earned	Amount Earned	Expenses	Net	Running Total
\$ 400.00	2	800	20%	160	(100)	60	\$ 60
400.00	2	800	30%	240	(100)	140	200
400.00	2	800	40%	320	(100)	220	420
1,400.00	1	1,400	50%	700	(150)	550	970
400.00	3	1,200	50%	600	(150)	450	1,420
400.00	3	1,200	100%	1,200	(150)	1,050	2,470
1,400.00	1	1,400	100%	1,400	(150)	1,250	3,720
400.00	6	2,400	100%	2,400	(150)	2,250	5,970
1,400.00	1	1,400	100%	1,400	(150)	1,250	7,220
400.00	6	2,400	100%	2,400	(150)	2,250	9,470
1,400.00	1	1,400	100%	1,400	(150)	1,250	10,720
400.00	6	2,400	100%	2,400	(150)	1,050	11,770
1,400.00	1	1,400	100%	1,400	(150)	850	12,620
400.00	6	2,400	100%	2,400	(150)	2,250	14,870
1,400.00	1	1,400	100%	1,400	(150)	850	15,720
400.00	6	2,400	100%	2,400	(150)	2,250	17,970
1,400.00	1	1,400	100%	1,400	(150)	1,250	19,220
400.00	6	2,400	100%	2,400	(150)	2,250	21,470
1,400.00	1	1,400	100%	1,400	(150)	1,250	22,720
400.00	6	2,400	100%	2,400	(150)	1,050	23,770
1,400.00	1	1,400	100%	1,400	(150)	850	24,620
400.00	6	2,400	100%	2,400	(150)	2,250	26,870
1,400.00	1	1,400	100%	1,400	(150)	850	27,720
400.00	6	2,400	100%	2,400	(150)	2,250	29,970
1,400.00	1	1,400	100%	1,400	(150)	1,250	31,220
400.00	6	2,400	100%	2,400	(150)	2,250	33,470
1,400.00	1	1,400	100%	1,400	(150)	1,250	34,720
400.00	6	2,400	100%	2,400	(150)	1,050	35,770
1,400.00	1	1,400	100%	1,400	(150)	850	36,620
400.00	6	2,400	100%	2,400	(150)	2,250	38,870
1,400.00	1	1,400	100%	1,400	(150)	850	39,720
400.00	6	2,400	100%	2,400	(150)	2,250	41,970
1,400.00	1	1,400	100%	1,400	(150)	1,250	43,220
400.00	6	2,400	100%	2,400	(150)	2,250	45,470
1,400.00	1	1,400	100%	1,400	(150)	1,250	46,720
400.00	6	2,400	100%	2,400	(150)	1,050	47,770
1,400.00	1	1,400	100%	1,400	(150)	850	48,620
400.00	6	2,400	100%	2,400	(150)	2,250	50,870
1,400.00	1	1,400	100%	1,400	(150)	850	51,720
400.00	6	2,400	100%	2,400	(150)	2,250	53,970
1,400.00	1	1,400	100%	1,400	(150)	1,250	55,220
400.00	6	2,400	100%	2,400	(150)	2,250	57,470
1,400.00	1	1,400	100%	1,400	(150)	1,250	58,720
400.00	6	2,400	100%	2,400	(150)	1,050	59,770

Section Nine:
Step by Step Action Plan / Admin Scale_____

Step by Sub-product list for becoming a working document examiner:

1. I want to perform document examinations.
2. I have the ability to perform document examinations.
3. I have enough experience to have credentials and CurriculumVitae.
4. I am confident in my ability to accurately render an opinion.
5. I am confident in my ability to witness her mentor testify in court on such an opinion.
6. I am in the actively promoting my business through such methods as : as yellow page ads, newspaper ads, web site, crime fighting magazines, legal magazines.
7. I am a member of The Coalition of Handwriting International, The Sheriffs Association, and Texas Police Association.
8. I have had newspapers run article about my services in three local newspapers.
9. I am currently being promoted by Handwriting Services International and Handwriting University.Com.
10. I have long standing, good relationship with local authorities and attorneys.
11. I have a strong letter of referral by established experts in the field and customers.
12. I get qualified leads from my marketing efforts and past clients.
13. I am able to convert the qualified leads in customers.
14. I make clear offers to do QDE work for that customer.
15. I quickly draw up a contract with offer and terms agreed upon.
16. The customer pays the retainer fee.
17. I do the work up on the questioned document.
18. I render an opinion on same questioned document.
19. I make my opinion and document available to my mentor .
20. My mentor renders and opinion.
21. I type up a written letter of opinion (if required).
22. We present letter of opinion to client.
23. I will invoice the customer and verify what balances are due (if any) and collect monies due.
24. I ask for a written testimonial from client.
25. I ask for referrals from client.

What is missing here is a detailed TASK LIST OF Marketing Task. You all need more detailed TASK lists for #6, which is not happening yet.

A lazy response....

More examples....

Step by Step Action Plan

Our action plan is to continue the document examining training in conjunction marketing our services to the local legal community. The first step which is completed is the yellow page ad, next is having business cards printed and then developing an advertising brochure.

Yellow pages (deadline august 2004)

Business cards

Internet website (via ieasysite)

Referrals (primarily via Dan Starks NBC6)

Additional advertising:

- Flyers
- Mailing cards
- Speaking engagements
- Charlotte Chamber of Commerce
- SEAK directory
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