

# FFG 4-Page Growth Plan™ (4PGP)

A living, breathing reminder of what is most important for growth.



## KNOW YOUR PURPOSE.

### Inception Story

### Core Purpose

### 100-Year Company Vision

### 10-Year Impact Goal

### Core Values

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## KNOW WHO YOU SERVE.

### Total Available Market

### Serviceable Addressable Market

### Serviceable Obtainable Market

### Authentic Customer + Offering

#### Who They Are

#### What They Need

#### WHO+WHAT Statement

#### Why – Trend & Triggers

#### What You Offer

#### Core Competitors

#### Position Statement

#### Chosen Area of Greatness

#### 3 Feelings to Cultivate

#### Impact Mantras

#### 3 Customer Experience Improvements

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## Products & Services (Update Monthly)

Core Product & Service Lines	Unit Price (\$)	Unit Cost (\$)	Unit Gross Margin (\$)	Unit Gross Margin (%)	TTM Units Sold (#)	TTM Customers (#)	TTM Revenues Booked (\$)	Avg Rev. Per Customer (\$)	TTM COGs (\$)	TTM Gross Margin (\$)	TTM Gross Margin (%)
<b>TOTALS:</b>											

## Growth Model:

<input type="checkbox"/> Whale (ARPC=\$100K+)	<input type="checkbox"/> Deer (ARPC=\$10K+)	<input type="checkbox"/> Rabbit (ARPC=\$1K+)	<input type="checkbox"/> Mouse (ARPC=\$100+)
Current ARPC/Yr (\$)	#Customers for \$100K	#Customers for \$1M	#Customers for \$10M
			#Customers for \$100M

## Customer Enrollment & Retention Funnel

1 – Shine Your Light - Channels
2 – Deliver Profound Experiences – Methods
3 – Ask Them to Be Your Customer – Methods
4 – Connect & Nurture – Methods



## 12- Month Customer Enrollment Goals – By \_\_\_\_/\_\_\_\_/\_\_\_\_

How Many Suspects?		How Many Prospects?		How Many New Customers?	
Per Month?	Per Year?	Per Month?	Per Year?	Per Month?	Per Year?
% Suspects to Prospects:			% Prospects to Customers:		

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## KNOW YOUR 10-YEAR IMPACT PLAN.

10-Year Goals & Milestones by Date \_\_\_\_/\_\_\_\_/\_\_\_\_

10-Year Impact Goal	10-Year Scale Goals	10-Year Profit Goals
	Customers/Yr (#):	Gross Profit Margin Goal (%):
	Unit Volume/Yr (#):	Gross Profit Goal (\$):
	Revenue Goal (\$):	OpEx Goal (\$):
	Avg Revenue/Customer (\$):	Net Profit Margin Goal (%):
		Net Income Goal (\$):

## Assess Where You Are

<input type="checkbox"/> Stage 1-Existence		<input type="checkbox"/> Stage 2-Survival		<input type="checkbox"/> Stage 3-Scaling		<input type="checkbox"/> Stage 4-Impact	
Growth Readiness Score:		Know Purpose Score:		Know Who You Serve Score:		Know Your Impact Plan Score:	
Customer Discovery Score:	MVP Score:	Customer Validation Score:	Product-Market Fit Score:	GTM Strategy Score:	Scaling Score:		

## Profit & Loss History (Update Monthly)

	Actuals – Last Year	Actuals – YTD	Actuals – TTM Monthly Avg.	Actuals – TTM Annual Run-Rate	Forecast & Budget (Current Year)	Forecast & Budget (Next Year)
Total Units Sold (#)						
Revenue (\$)						
COGs (\$)						
Gross Profit (\$)						
Gross Profit (%)						
OpEx (\$)						
Net Income (\$)						
Net Margin (%)						

## SWOT – Strengths, Weaknesses, Opportunities, Threats

<p><i>Our top three strengths to amplify...</i></p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>	<p><i>Our top three weaknesses to overcome...</i></p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>
<p><i>Our top three opportunities to leverage...</i></p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>	<p><i>Our top three threats to mitigate...</i></p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>

