



RICHARD B. SANFORD
Author of:
“Success By Design” ©

**A strategic planning tool for
increasing Income, Profits, and
Wealth in the world of small
business.**

**FOR MORE
INFORMATION CONTACT**

Richard B. Sanford
Phone: 231-627-6922
Mobile: 269-370-3962

Email:
sanford@ssbp.biz

Website:
www.ssbp.biz



**“Simplified
Strategic Business
Planning” ©**

**A STRATEGIC
PLANNING MODEL
THAT HELPS YOU
INCREASE THE
PROFITS, INCOME &
WEALTH OF YOUR
BUSINESS**

A Problem

Most businesses begin as entrepreneurial enterprises powered and managed by the imagination, vision, ambition, and perseverance of a single man or woman.

Entrepreneurs, by their very nature, continually strive to increase the income, profits and wealth of their business. But with increased business come more administrative headaches, more employees, more managers and more work to be done—all of which saps the energy, time and abilities of the owner.

With growth, an entrepreneur needs new skills, new tools, and new resources that many entrepreneurs simply have not acquired—whether they are launching a start-up business or expanding a current one.

The Challenge

With growth, a business now faces new challenges.

The Challenge?

Now an entrepreneur must get positive results through the efforts of others. Acquire new and different strategic planning skills, tools and resources or strangle and cripple the business, potentially causing it to fail and/or self-destruct.



Currently, Simplified Strategic Planning is not taught in schools or colleges.

This “Simplified Strategic Business Planning” model, as presented in “Success By Design”, will show you and your managers exactly how to go about increasing your income, profits and wealth—and how to do it short term!

An Answer

No entrepreneur stands still! And to grow, entrepreneurs must acquire the necessary planning skills, tools and resources—and quickly—that will power and drive their company to increased income, profits and wealth...or fall behind.

Help is available! How? By hiring Dick Sanford, author of the “Success By Design” Hand Book. Sanford, a business planning professional and experienced advisor, provides objective business advice and new skills, tools, and resources to Phase 1 and Phase 2 small businesses in a most cost-effective manner; services that have a beginning and an end, that train you and your managers to use these skills effectively, with fees that fit a small business check book.

As a successful entrepreneur himself for over 40 years, Sanford has a passion for showing others how to grow and expand their enterprise. He also “brings to your table” additional experiences, management techniques, and “know how” that will make managing your business easier, and more profitable.