

BUSINESS PLAN

W O R K B O O K

CREATED BY THE VISIONPRENEUR



Contents

Business Summary

01 The 5 W's of Business

02 Objective

03 Mission

04 Vision

05 Values

06 Company Profile

07 Keys to Success

08 Products/Services

Ideal Client

09 Target Audience

10 Buyer Persona

11 Persona Goals + Motivation



Contents

12 Pain Points

Marketing

14 Marketing Objectives

15 Sales Strategy

16 Promotional Tactics

17 SWOT Analysis

18 Brand Voice + Messaging

19 Competitor Analysis

Milestones

20 Key Milestones

21 Goal Setting

22 Startup Checklist

BUSINESS SUMMARY

THE 5 W'S OF BUSINESS

01

WHY:

I want to do this business because:

My products and services are special because:

People will want to do business with me because:

THE 5 W'S OF BUSINESS

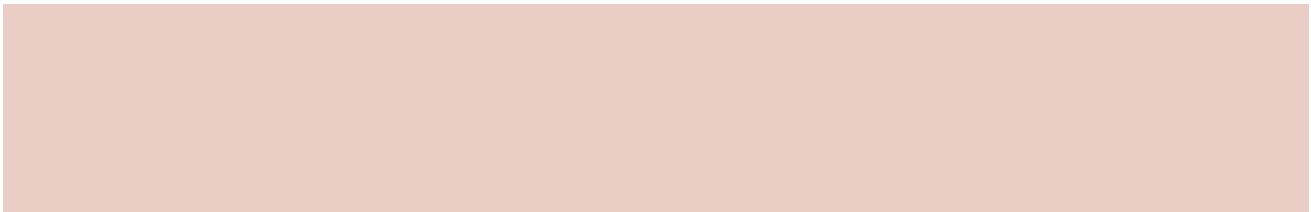
02

WHO:

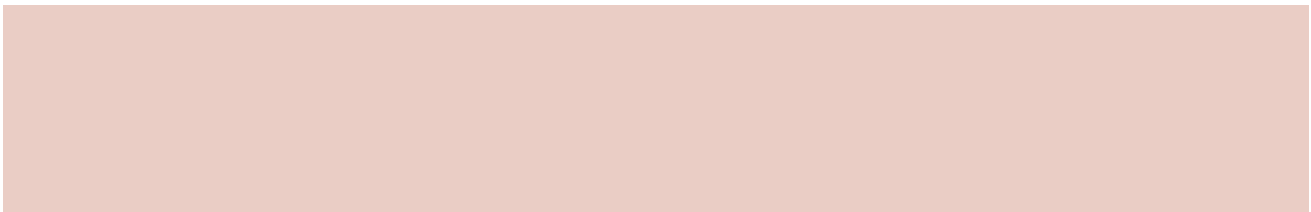
My ideal customer demographics are:



My ideal customer description:



My ideal customer's pain points are:

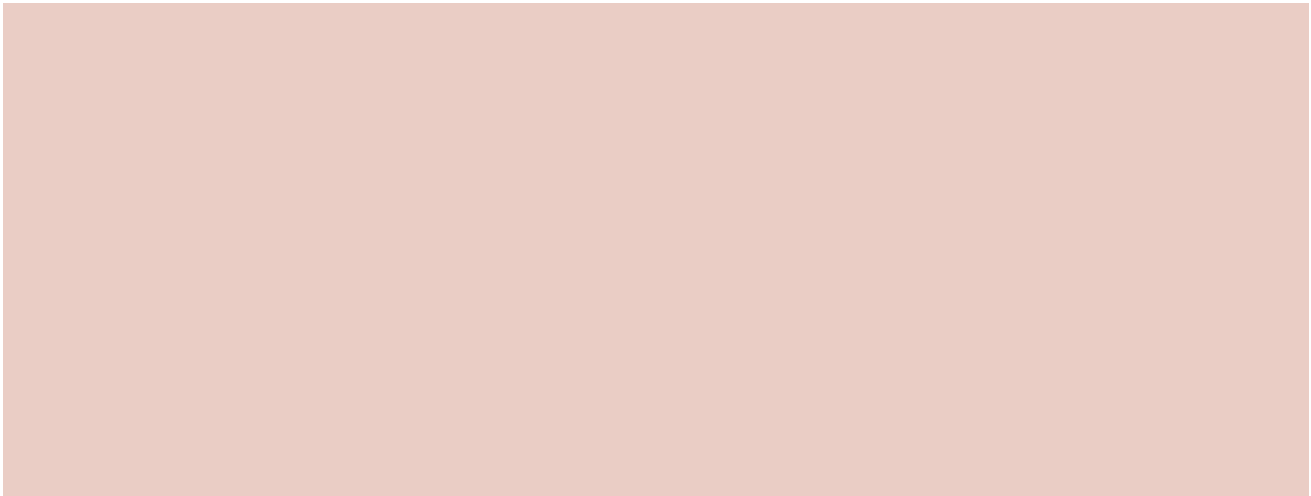


THE 5 W'S OF BUSINESS

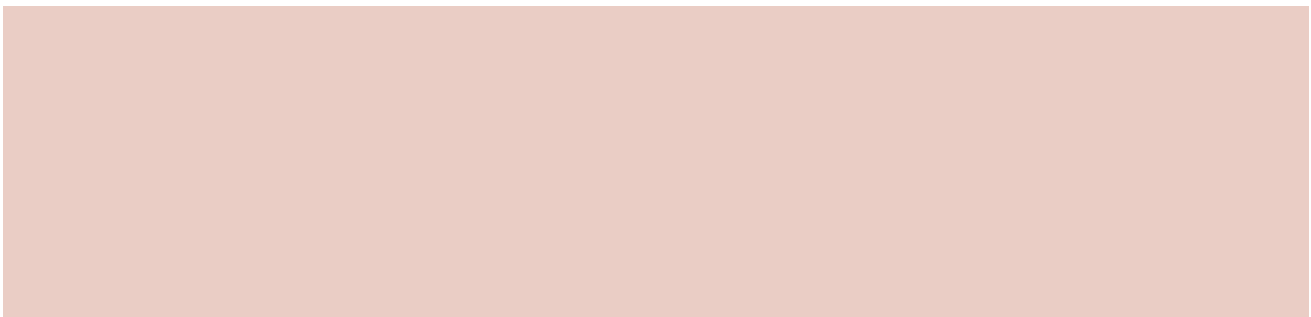
03

WHAT:

The products/services I offer are:



The benefits of my products and services are:




THE 5 W'S OF BUSINESS

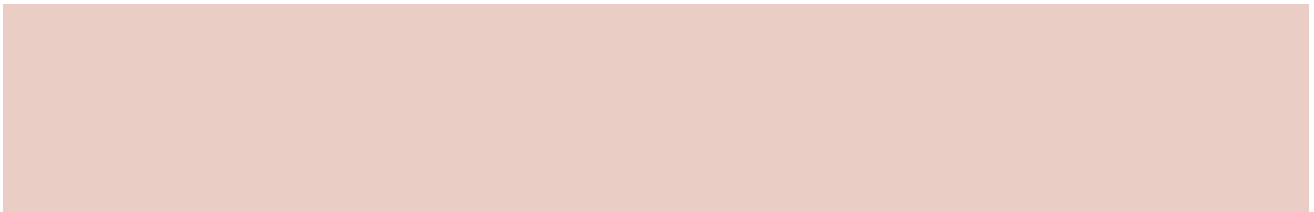
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WHERE:

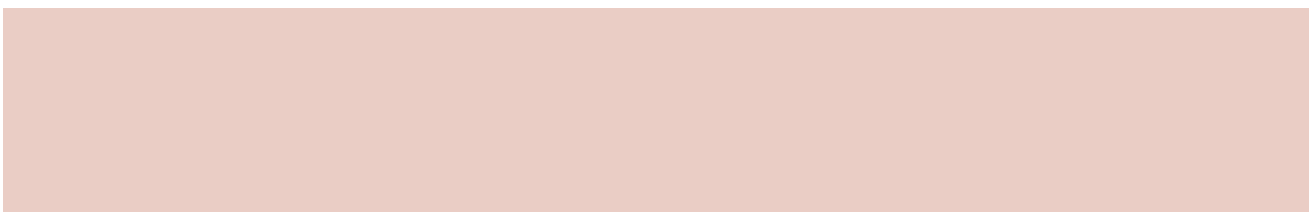
My products and services can be found:



I will accept these forms of payment:



For customer service inquiries, customers can:



THE 5 W'S OF BUSINESS

05

WHEN:

I will launch my business on:

Before each launch I will:

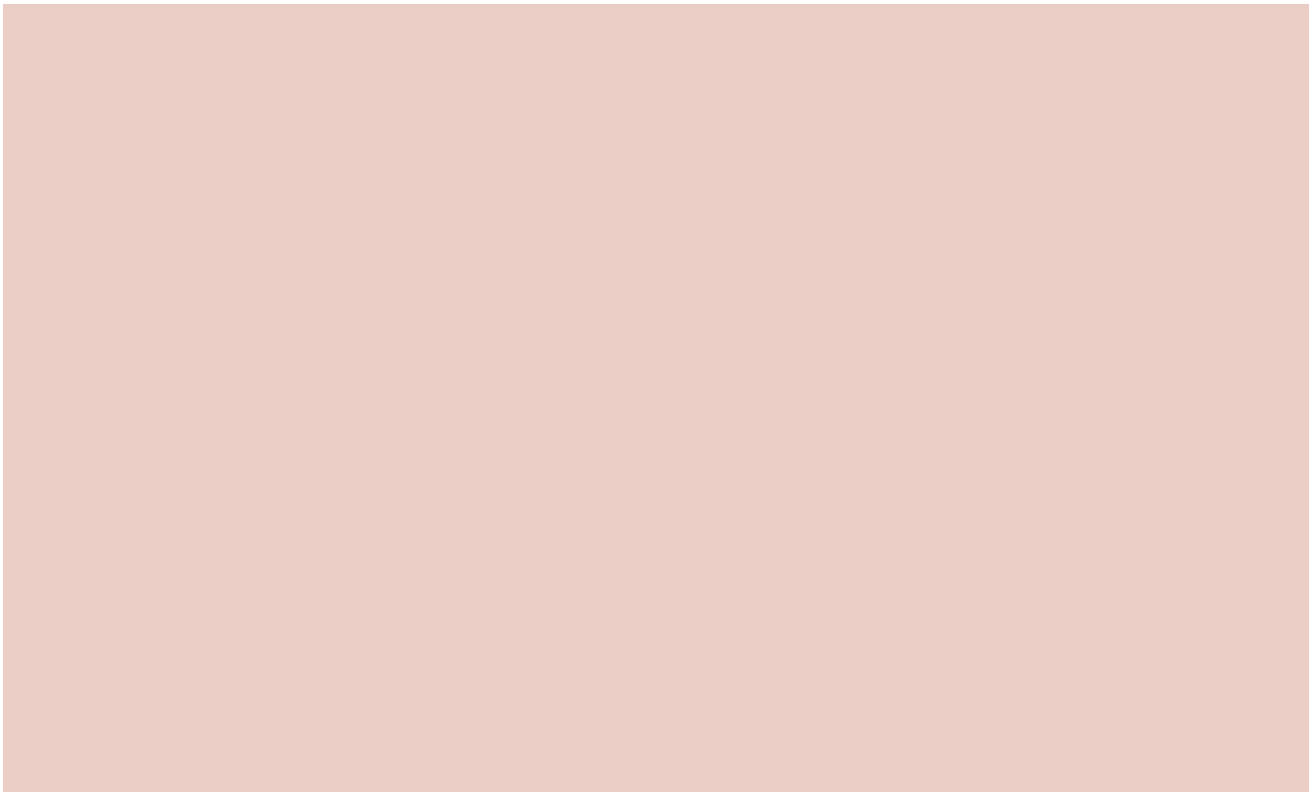
I will launch a new product every:

OBJECTIVE

What goal do you want to accomplish with your business?

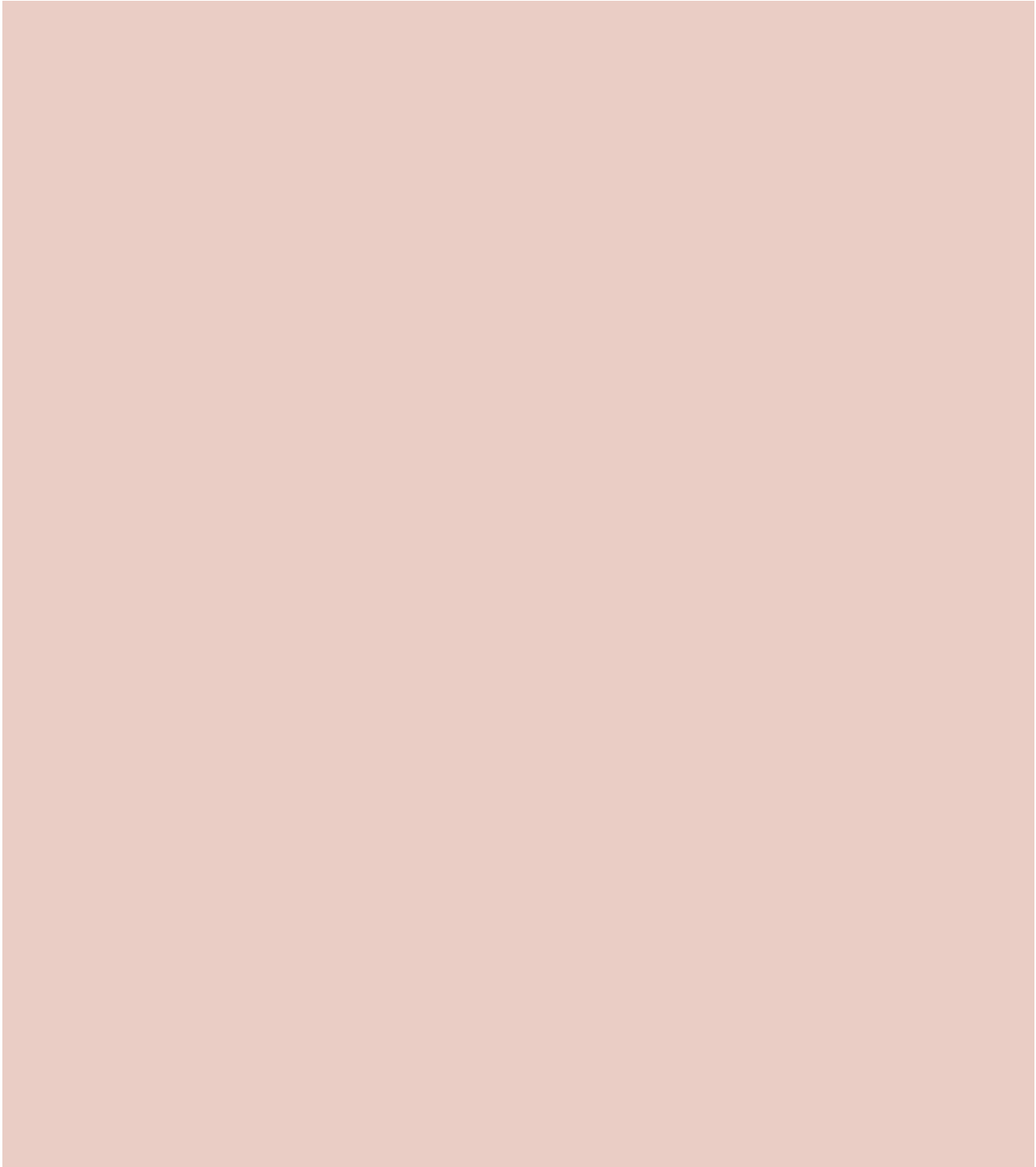


What goals have you set for your business?



OBJECTIVE

What goals do you want to accomplish with your business?



"YOU HAVE TO
LEARN THE
RULES OF THE
GAME - AND
THEN YOU HAVE
TO PLAY BETTER
THAN ANYONE
ELSE."

Albert Einstein

MISSION

What is your business' mission? What do you want to accomplish within your business?



MISSION

4

Key elements of a mission statement

Inspiration - What's one thing you can say to inspire your audience

Plausibility - What sounds reasonable?

MISSION

Value - What value can you add to the world?

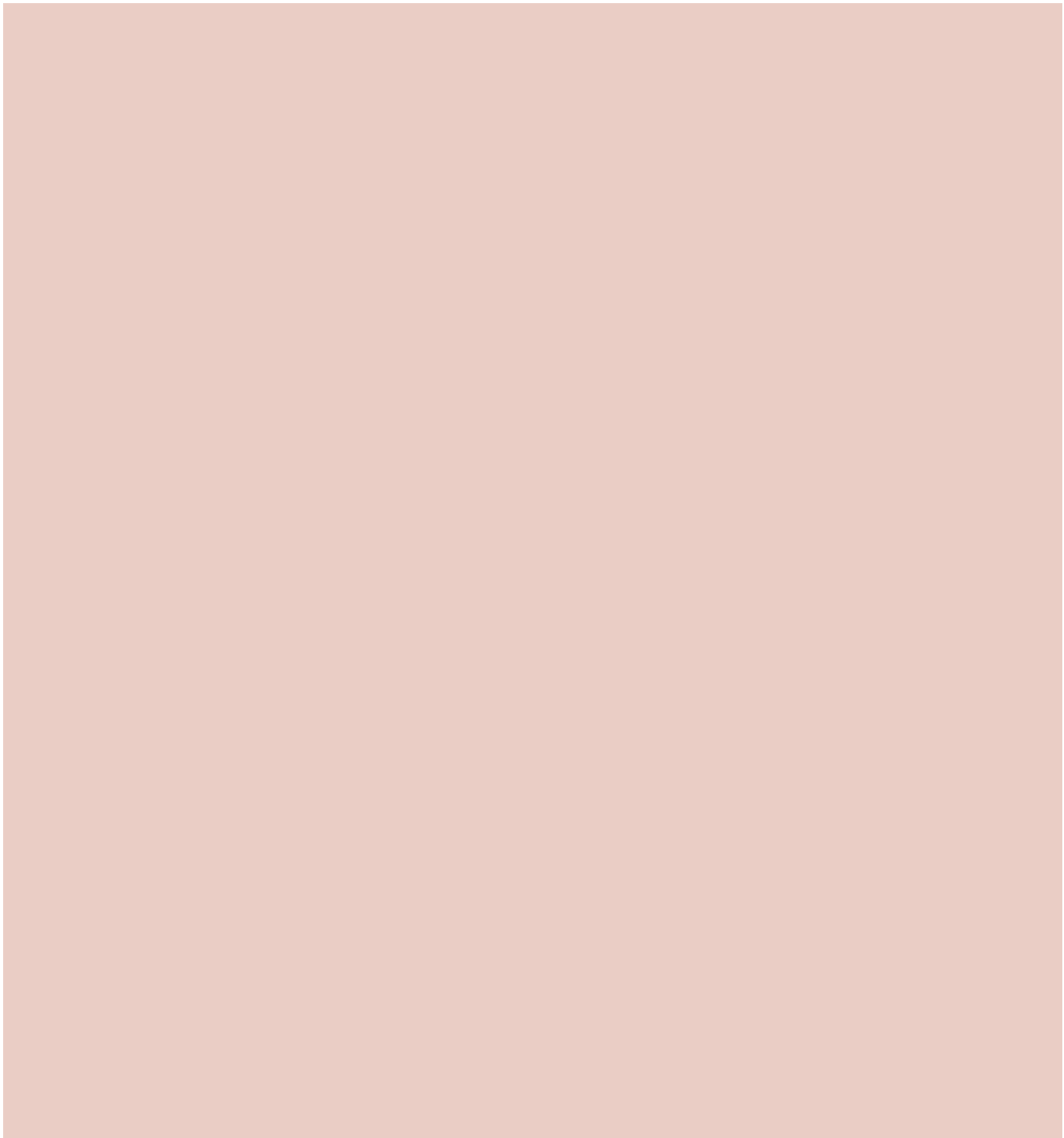
Specificity - Be specific about what goal you want to accomplish

VISION

What is the vision you have for your business? Think Big. Many businesses starting out think that they have to think small because they're starting out, but they need to see beyond small minded thinking.

VISION

What is the purpose of your brand? What does the future of your brand look like in the next 3-5 years? What about the next 5-10 years?



"You have to see failure as the beginning and the middle, but never entertain it as an end." -

Jessica Herrin, founder and CEO of Stella & Dot

VALUES

What are your company's values? What does your company stand for? What do you believe in?





VALUES

4 things your values should be:

1

Unique - Your brand's values should be unique to your business. Your brand values should reflect the values of your brand culture and identity

2

Meaningful - Your brand values should mean something to you and your audience. Make sure your values connect to your audience and reflect how they would see change.

3

Concise - Your brand values should be clear and easy to understand. Your audience should see clear branding throughout your images, messaging and overall brand strategy.

4

Timeless - Your brand values should transcend time. Your values should remain consistent even through the changing times.



VALUES (EXAMPLE)



Apple is focused on making the best, most creative products in the world while keeping technology simple for the masses. The Apple brand values identify the business as one that focuses on quality over quantity. Today, Apple workers are more united than ever, creating seamless experiences for customers both online and offline.

COMPANY PROFILE

Name:

Industry:

Fast
Facts:

Executive
Officers:

Projected
Annual
Sales:

Expertise:

KEYS TO SUCCESS

What are 4 Keys to success that your company will carry out to ensure the success of your company and brand?
What are the things that set you apart from other businesses in your industry?

1

2

3

4

KEYS TO SUCCESS

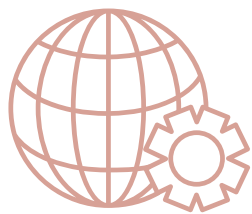
Some examples of keys to success include:



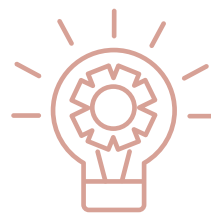
EXCELLENT
CUSTOMER
SERVICE



ESTABLISH
AND BUILD BUSINESS
RELATIONSHIPS



RAPID
GROWTH TO
CONTROL THE
MARKET



OFFERING
REASONABLE
PRICES

PRODUCTS + SERVICES

Write down a few of the main products and services you will offer along with the price you will offer them for

Product Name	Description	Price Offering

FEATURES + BENEFITS

Write down a few features and benefits of your products/services:

3 Key Features

1

2

3

3 Key Benefits

1

2

3

3 Key Features

1

2

3

3 Key Benefits

1

2

3

FEATURES + BENEFITS

Write down a few features and benefits of your products/services:

3 Key Features

1

2

3

3 Key Benefits

1

2

3

3 Key Features

1

2

3

3 Key Benefits

1

2

3

"Start as small as you can. When I started SkinnyMe Tea, I had \$24 in the bank, and I was entirely self-funded. If you are not embarrassed by the first version of your product; you've launched too late."

-Gretta Rose van Riel, Founder of
Hey Influencers

IDEAL
CLIENT

TARGET AUDIENCE

Age Range

Gender

Geographic
Location(s):

Education
Level:

Marital
Status:

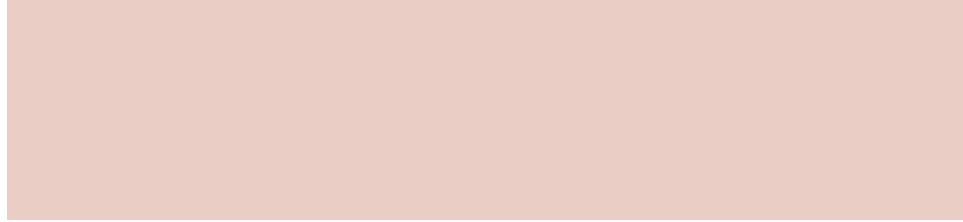
Annual
Income:

Interests:

Hobbies:

TARGET AUDIENCE

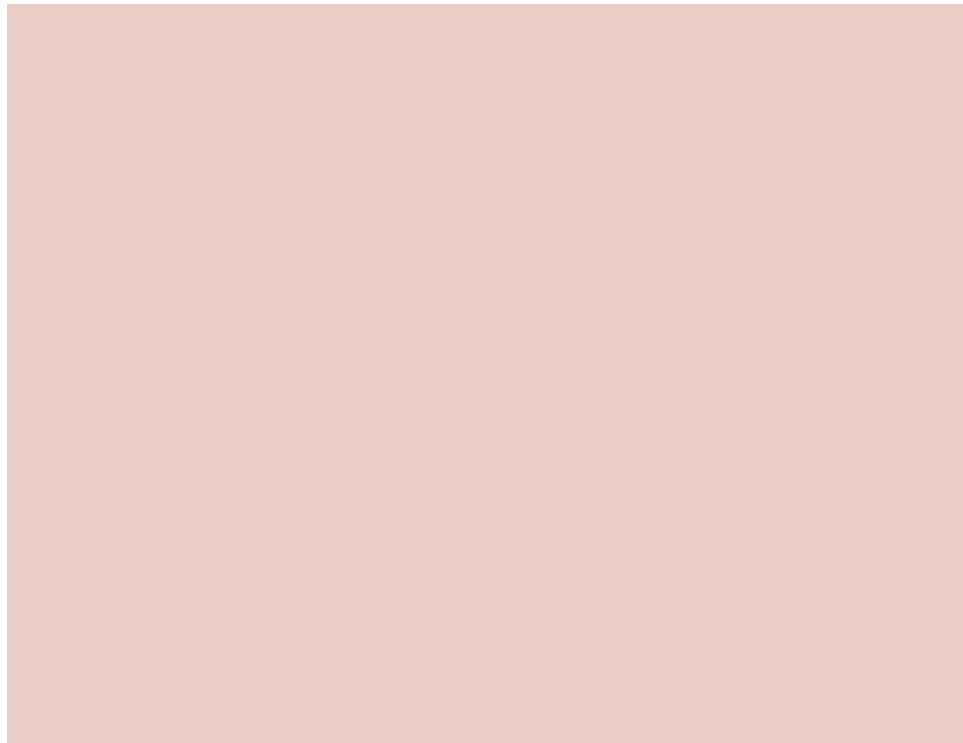
Where
they
hang out
Online:

A large rectangular area that has been redacted with a solid light brown color, covering the information about where the target audience hangs out online.

Who they
follow:

A large rectangular area that has been redacted with a solid light brown color, covering the information about who the target audience follows.

Pain
Points:

A large rectangular area that has been redacted with a solid light brown color, covering the information about the target audience's pain points.

TARGET AUDIENCE

Motivations:



Desires
in Life:



BUYER PERSONA

Name:

Age:

Employer:

Education
Level:

Marital
Status:

Annual
Income:

Personality
Type:

Goals:

BUYER PERSONA

Example

Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

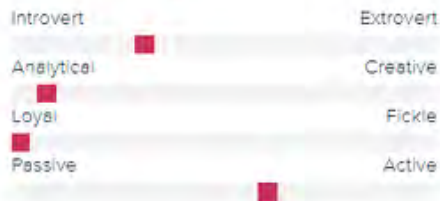
AGE: 35
WORK: Regional Director
FAMILY: Married, 1 Child
LOCATION: Austin, Tx
ARCHETYPE: The Frequent Flyer

Organized	Practical
Protective	Hardworking

Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays at the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

Personality



Preferred Channels



Goals

- To spend less time booking travel
- To narrow her options quickly

Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech savvy - doesn't like the process

Motivations

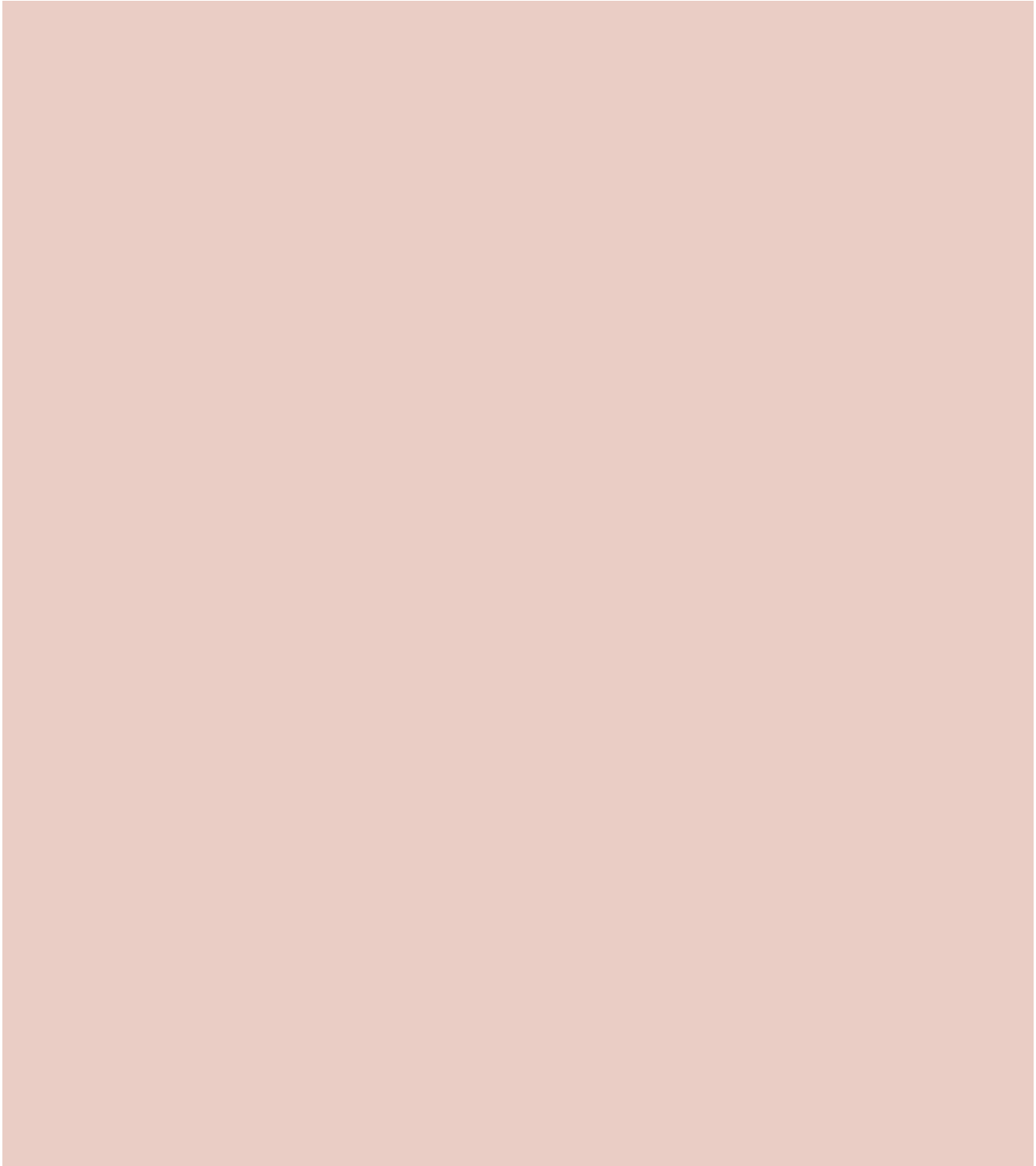


Brands



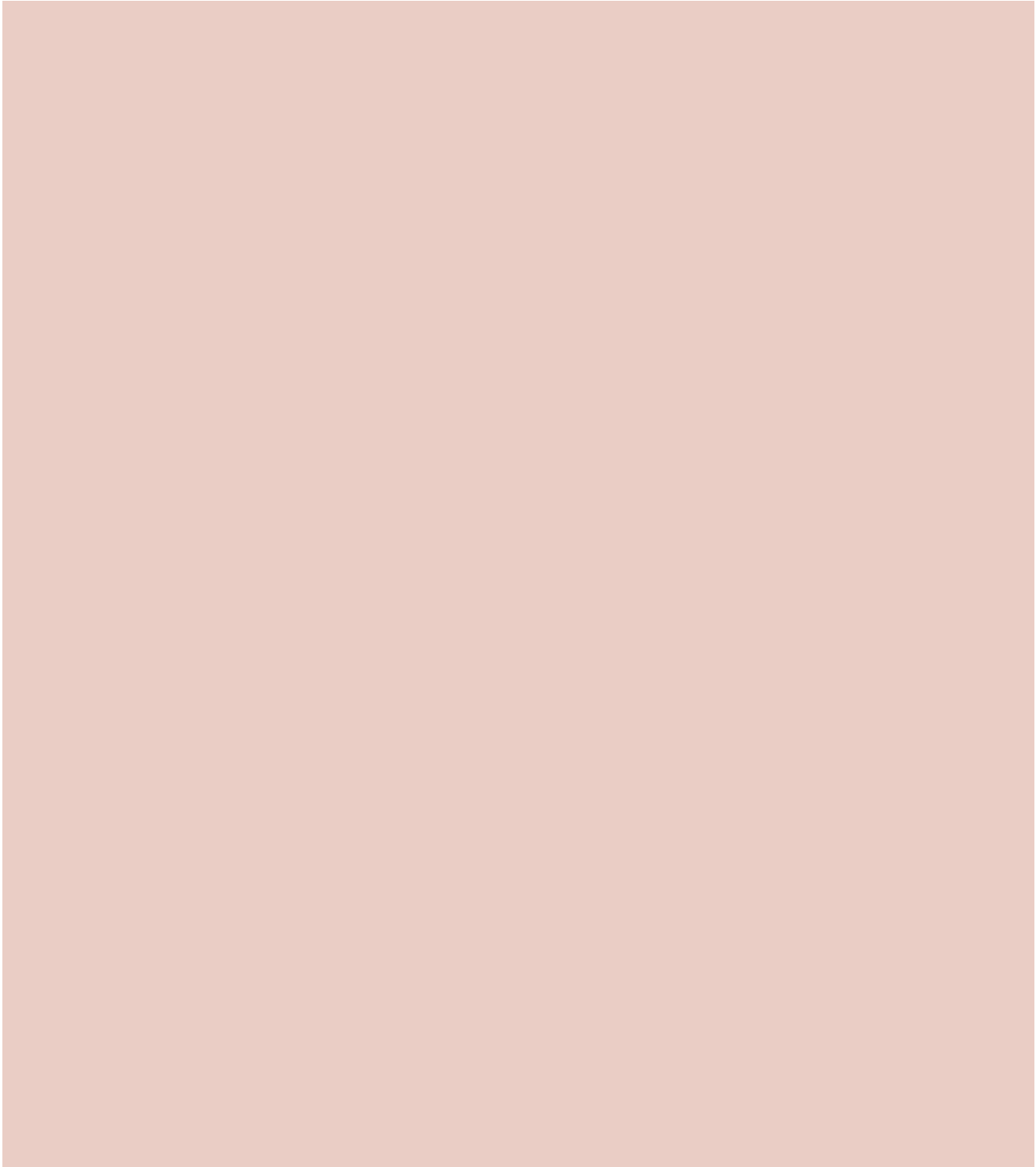
PERSONA GOALS + MOTIVATION

What goals does your ideal client have?



PAIN POINTS

What things does your ideal client suffer with?



"Don't try to do everything by yourself, but try to connect with people and resources. Having that discipline and perseverance is really important."

Chieu Cao, Co-founder of Perkbox

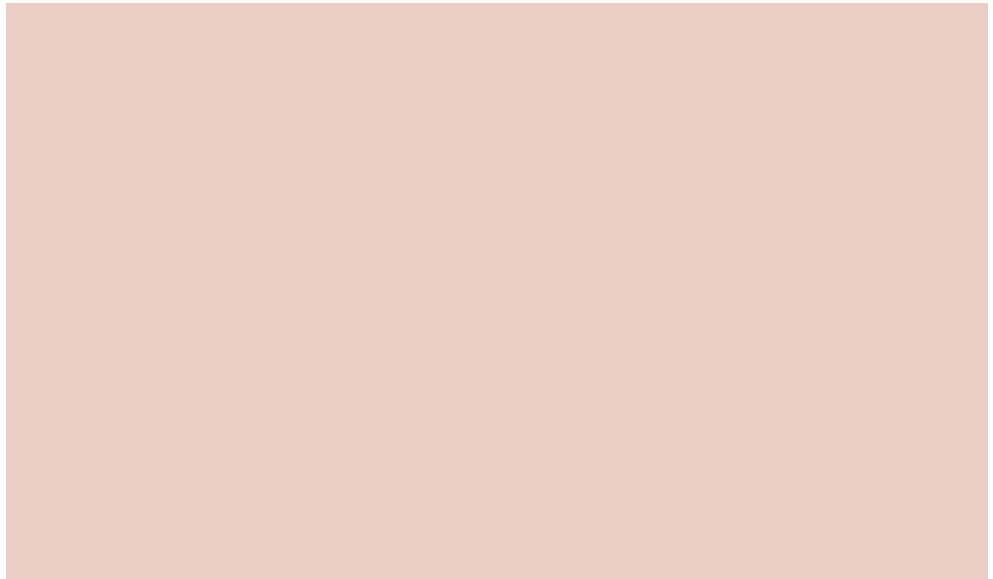
MARKETING

MARKETING OBJECTIVES

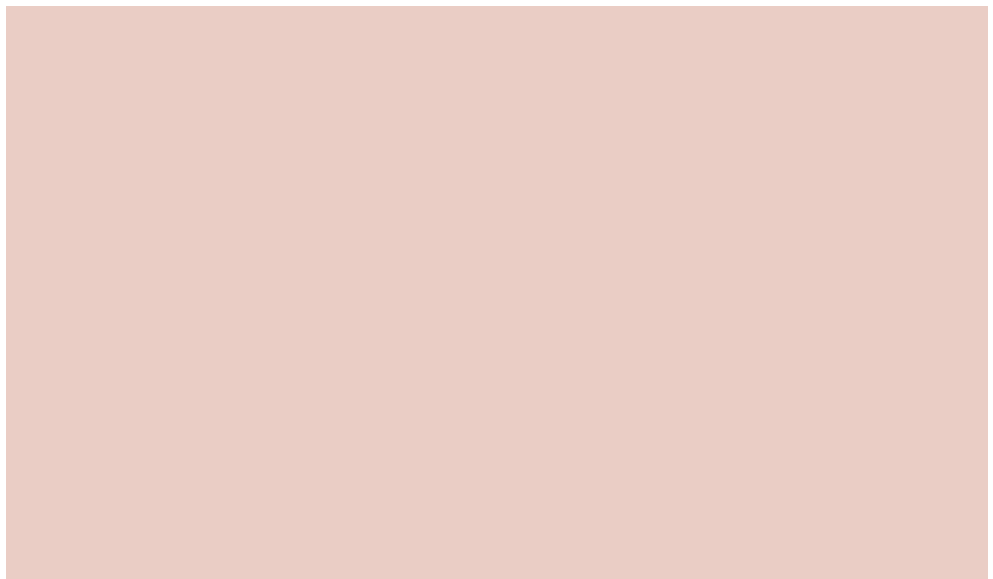
The problem:



The Solution:

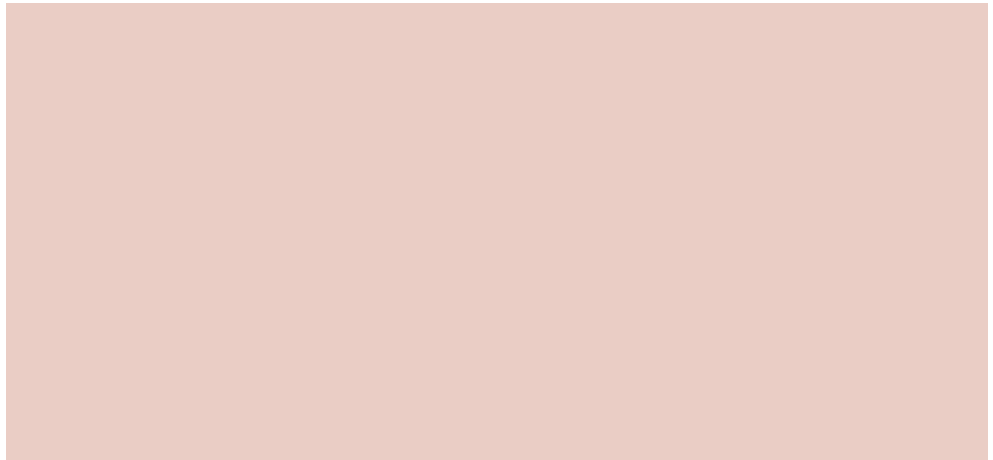


Competitive
Advantage:

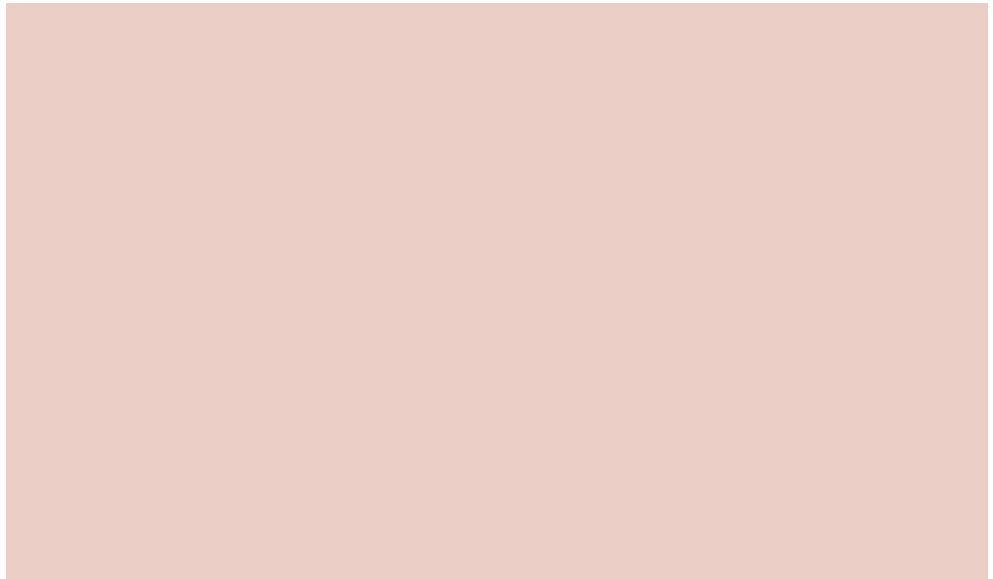


MARKETING OBJECTIVES

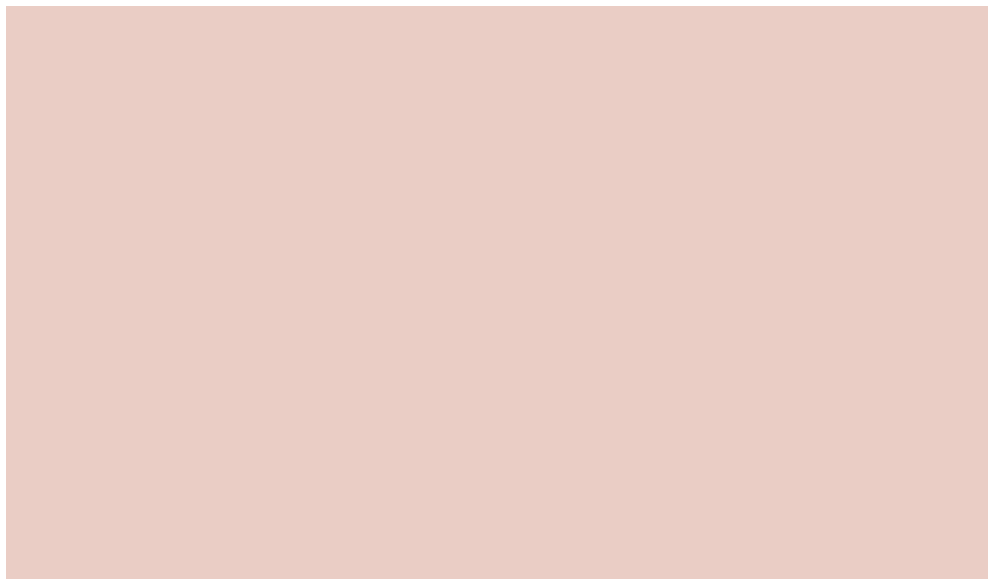
Goal in
Marketing:



Key
Performance
Metrics:



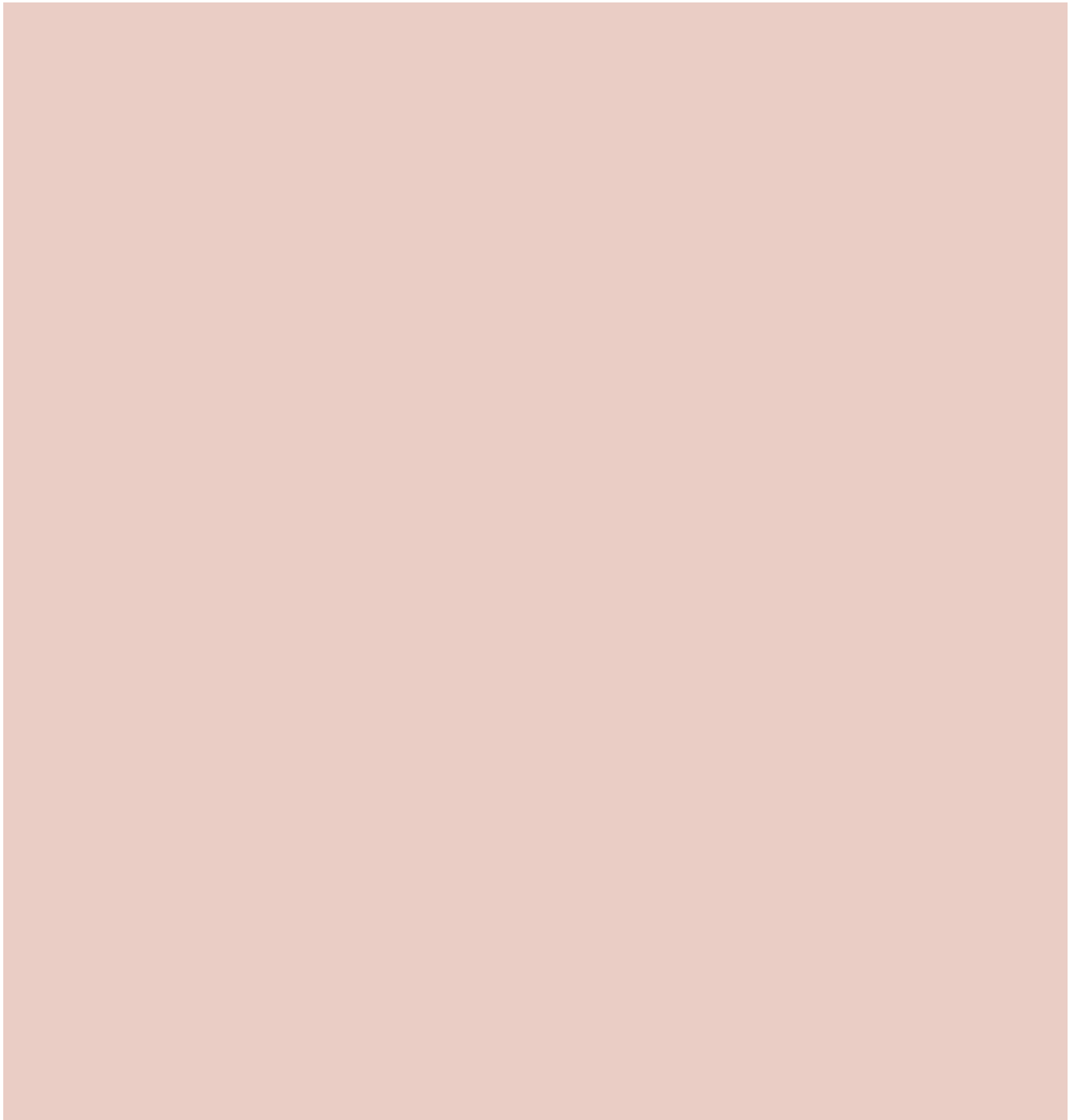
Marketing
Strategy:



SALES STRATEGY

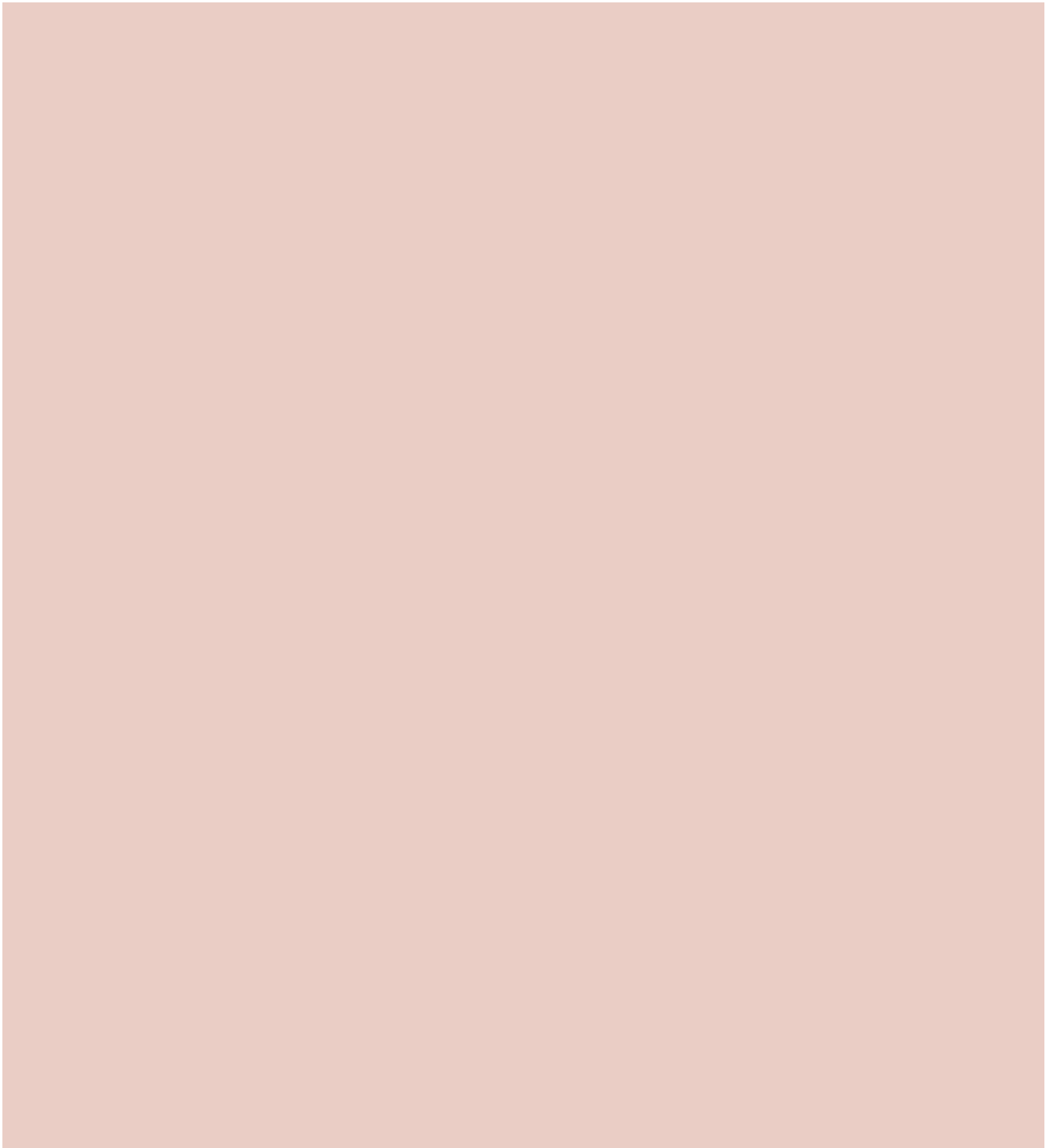
What strategies will you implement in order to increase sales among buyers?

Ex: Introductory Offers, Monthly Sales, Product Bundles, etc.



PROMOTIONAL TACTICS

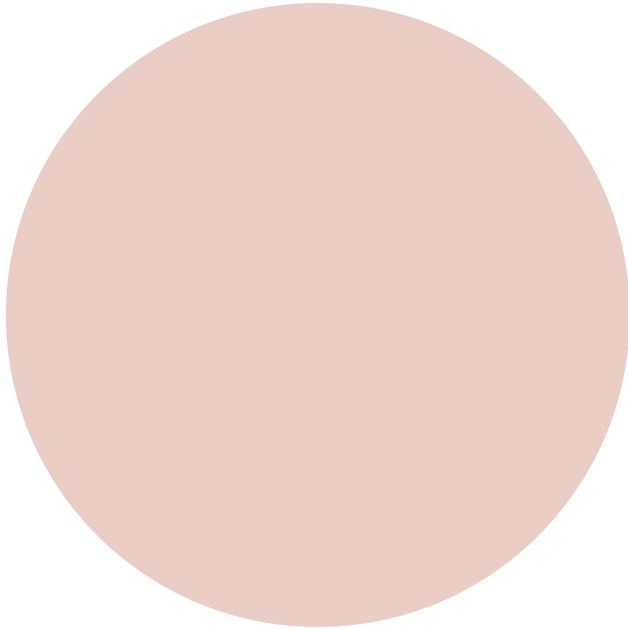
How will you promote your products in a way that will be irresistible to buyers?



SWOT ANALYSIS

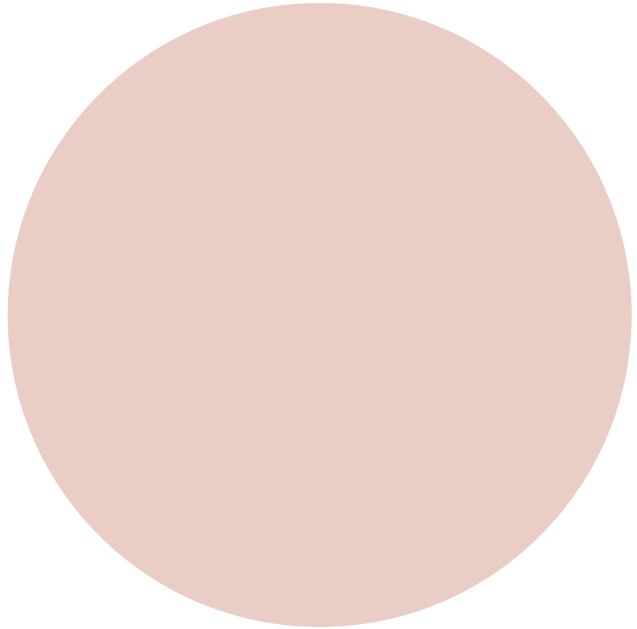
S

Strengths



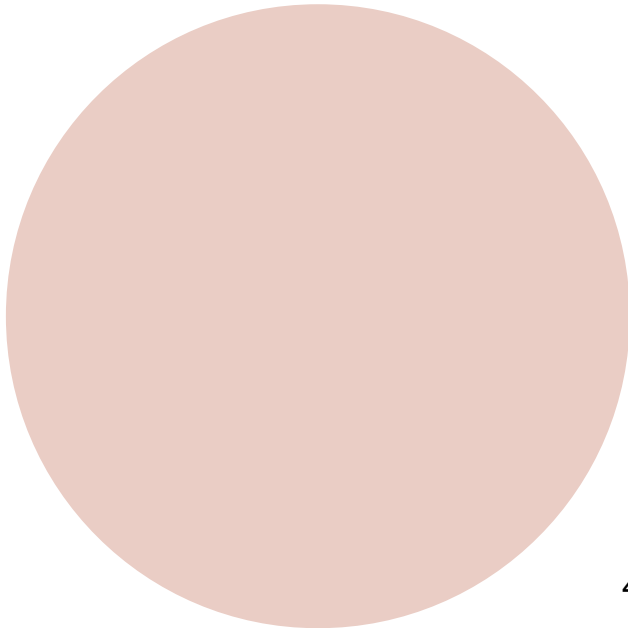
W

Weaknesses



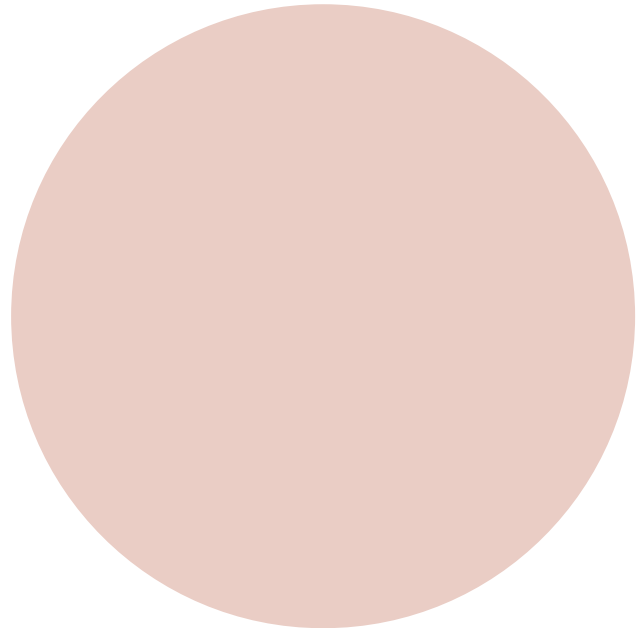
O

Opportunities



T

Threats



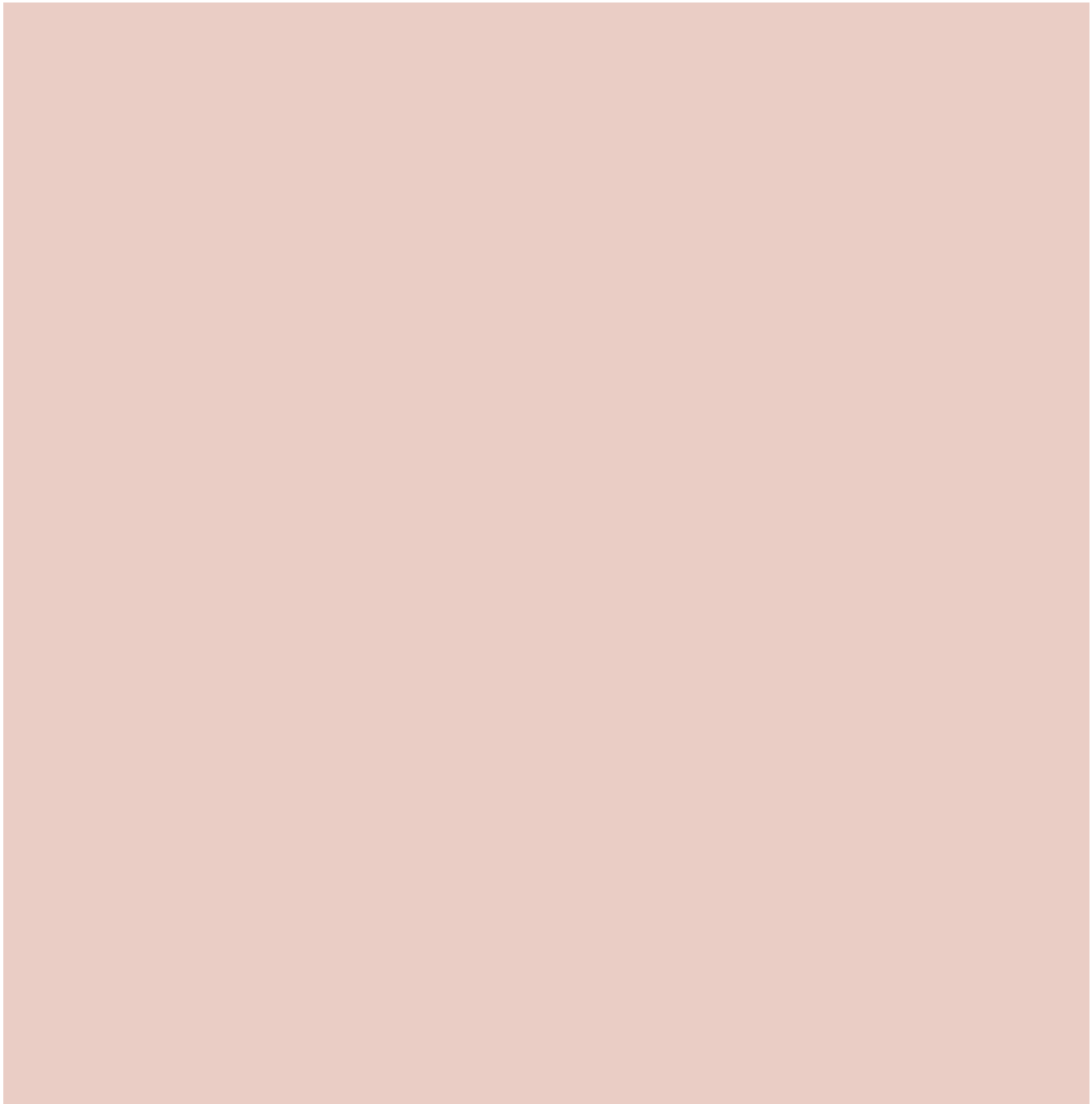
BRAND VOICE + MESSAGING

Your brand voice is the way you talk to your audience and also how they respond to you. One of the biggest mistakes people make when choosing a brand voice is choosing one that has no life. What will your brand voice sound like?



BRAND VOICE + MESSAGING

When people interact with your brand, how do you want them to feel? (Empowered, educated, sexy? etc.) Talk to them in a way that they'll feel this. How will you accomplish this?



COMPETITOR ANALYSIS

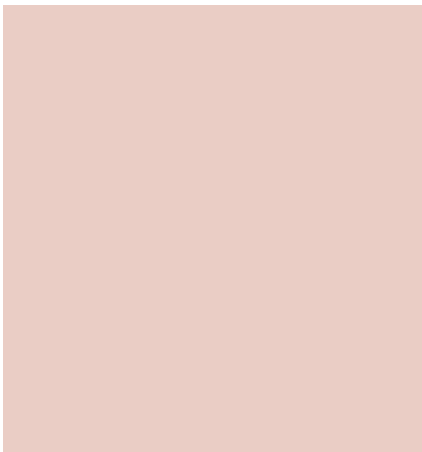
Question	Competitor A	Competitor B
Who are your competitors?		
Where are they located?		
What are their strengths?		
What are their weaknesses?		
What is the company's product line?		
What is the company's price structure?		
Who are their suppliers?		
What are weaknesses in their marketing?		
Brand Tone		
Brand Messaging		
Brand Vision		
Brand Mission		
Other info:		
Other info:		

MILESTONES

KEY MILESTONES

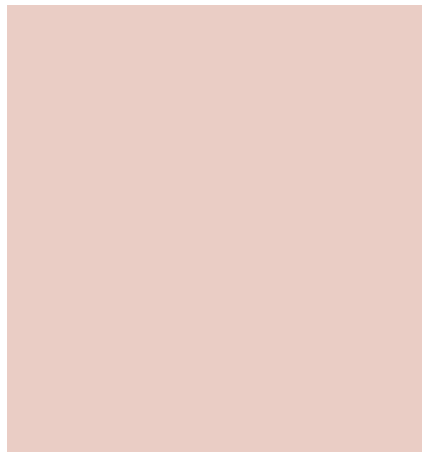
1

Idea Phase



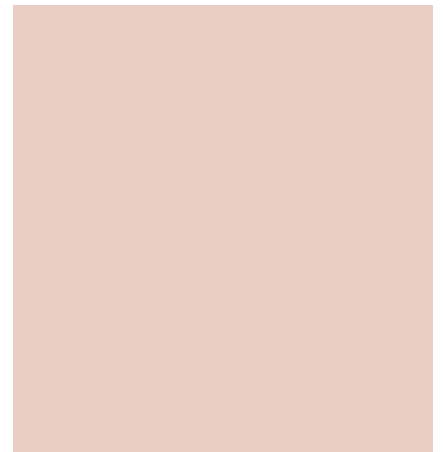
2

Concept Phase



3

Comittment Phase



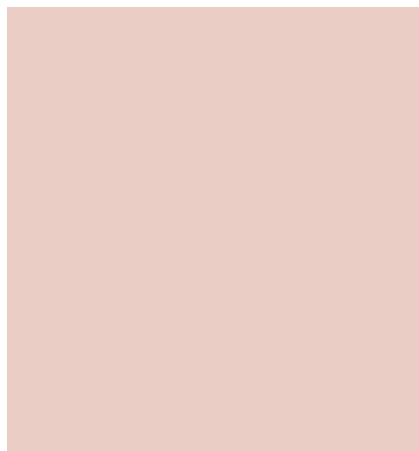
4

Validation Phase



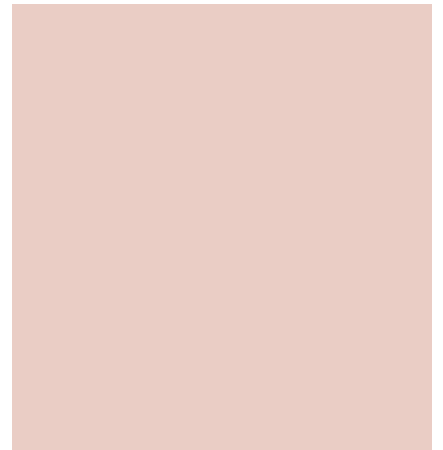
5

Execution Phase



6

Scaling Phase





GOAL SETTING



BUSINESS STARTUP CHECKLIST

Groundwork

- Choose a Business Structure
- Determine start-up costs
- Research your Target Market
- Write your Business Plan
- File Trademark Paperwork
- File Patent Paperwork
- Research Competition
- Apply for Business License
- Register with your State

Government

- Apply for special licenses

Business development

- Apply for an EIN Number
- Register with the Department of Revenue
- Open a Business Checking Account
- Register with Duns + Bradstreet
- Check the SBA.gov website
- Apply for necessary loans
- Create social media accounts w/ desired name
- Set up Business Email
- Set up website w/ domain
- Hire a graphic designer
- Purchase accounting software
- Purchase POS System

Product Development

- Order inventory
- Contact Supplier + Order Samples
- Take Product Photos
- Determine where to Sell
- Determine Product Pricing
- Order Product Packaging
- Find Invoicing Software
- Determine Financial Forecast

Marketing

- Create a Marketing Strategy
- Join Facebook Groups
- Determine Marketing Budget
- Create a content calendar for Social Media
- Set up Email Marketing Campaign
- Set up email automations
- Build your email list
- Come up with a social media strategy
- Determine ways to find new leads
- Write blog posts
- Set up SEO + SEM
- Create a press release