

Big picture questions to ask yourself before you start planning:**What is my mandate** (what problems do I solve in some unique way)?

- Why do your customers choose you?
- What specific results do you create for your customers?
- Ultimately, what big results do you want to create in your market, community, and the world?

Who are my markets (who are the people/businesses I serve)?

- Describe your primary and secondary markets as personas: age, gender, business/private, motivations, income, etc.

What products & services do I have/need (research, development, pricing)?

- Define each product with research and development milestones.

What are my marketing goals and campaigns (media, social media, client list)?

- Define the metrics you will follow and their goals (size of client list, Facebook likes, blog and podcast subscribers).
- Think of campaigns (with a start, launch, and end that are planned months in advance on your calendar), and ongoing marketing that builds your brand and platform (like social media, emails to your list, and blogging)

What administrative goals will make my operation more efficient (office, systems, staff, outsourcing)?

- Think about creating more capacity in your business by allowing you to work more on high-value work and outsourcing the rest.
- Consider micro-outsourcing: contract someone to complete a specific, time-consuming, and/or technical task, like filtering and responding to standard email requests, editing and posting your blog, or graphic design work.

What are my financial projections by service/product?

- Build in stretch goals that are based on realistic projections of services and product sales.
- Create both a conservative and “best case” scenarios.
- Include cost cutting in both cost of production costs and administrative costs.

Don't worry about perfection, instead worry about not starting.

Hugh Culver's BUSINESS PLAN TEMPLATE

Customer Problem(s) I Solve

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Market #1

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Market #2

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3 Year Vision (what I have created)

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Products (#1\$)/date

(#2\$)/date

(#3\$)/date

(#4\$)/date

Campaigns (webinars, launches, events)

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Marketing (blog, twitter, FB updates)

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PROJECTIONS

Products /Launch	Sales	Price	Revenue	Milestones	List size	S/M metrics
		\$	\$			
		\$	\$			
		\$	\$			
		\$	\$			
		\$	\$			
		\$	\$			
		\$	\$			
Totals		\$	\$			