**This document is designed to help you think through and plan for the different aspects of your business in order to be successful. It is by no means complete but will give you a great head start!**

**Don’t worry about the size of each box. The template will expand as you build upon it.**

**YOUR NAME/COMPANY NAME or IDEA**

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| **YOUR SUPERPOWERS****(I’m Highly Skilled & Motivated!)**List the professional and personal skills where you are known as a Rockstar and that give you joy when you perform them. Think beyond your hard skills and include your strongest soft skills and passions. | **URGENT PROBLEMS YOU CAN SOLVE****(Using My Superpowers)**List up to 3 specific business or consumer challenges that you feel confident solving *right now*. How urgent are they? These will be your quickest route to immediate income. **Future**List other challenges that you would like to learn how to solve when money and time aren’t of immediate concern.  |
| **WHO WILL WANT YOUR HELP?****(Target Customer/Client)**What specific types of organizations or people will WANT to pay you to solve their urgent problems? Describe who they are as in much detail as possible, e.g. market, vertical, B2B or B2C, demographic, and size. **Ideal Customer**Who is most likely to buy from you *right away*? Describe their profile and persona.  | **YOUR SOLUTIONS****(Business Concept and Product/Market Fit)**How will I be solving your customers’ urgent challenges with your superpowers? What needs will you be satisfying and how will you be providing value they don’t already receive? (This is not just a reverse statement of their challenges.)  **Describe your business**Provide as much detail as possible.  |
| **PACKAGING YOUR SOLUTIONS****(How Will I Do It)**What specific ways will you deliver your offers, e.g. consult, facilitate groups, provide a specialty service, sell an online product yourself, sell an online product through others, etc.?  **New Delivery Skills/Channels**Will you need to learn new delivery channels, e.g. hosting an online seminar or learning eCommerce?  | **WHY YOU?****(What Makes Me Unique)**Why should someone spend money specifically with you versus someone else, e.g. depth of experience, unique solution, your style or approach, better price, etc.? **Unique Selling Proposition**How is this different from other alternative solutions? Describe you will be the most attractive solution.  |
| **CRAFTING YOUR BRAND****(What’s My Sales & Marketing Pitch)**How will you describe you personal or business value to others and what makes you special? What is my mission statement, company name (could just be your own name) and potential tagline? Use compelling language that will tell others your WHY, WHAT and VALUE. **Elevator Pitch**How do you tell others “what you do” that **quickly** communicates value to others, e.g. “I help (type of customer) better (problem to be solved) by providing (your offer) that (value/differentiator.”?   | **SPREADING THE WORD****(How I Will Engage Customers)**What sales and marketing methods best suit how your customers want to be reached that you can implement quickly, e.g. if they don’t use social media, don’t plan to use social media? **Direct engagement:** networking groups, industry events, free webinars, public speaking, telemarketing, etc. **Indirect promotion:** website, email marketing, social media, content marketing such as blogs or articles, advertising, etc. |
| **ALLIANCE PARTNERS****(Who Can Help Promote or Improve My Business)**List the types of people or organizations who can refer your business and/or complement your skill set, e.g.:* Friends, family, colleagues
* Symbiotic businesses or people
* Competi-mates
* Consultants or suppliers
* Thought leaders
 | **RUNNING THE BUSINESS****(Operational Stuff)**What do you need to operate your business and keep it running?* Hire an accountant
* Get legal support (incorporation, etc.)
* Obtain office space or hire a virtual assistant
* Outsource your website or promotional efforts
* Purchase/license technology
	+ Website hosting, eCommerce platform, email hosting, CRM, online promotional applications, project management tools, billing system, supply chain and distribution software
* Secure reliable suppliers or vendors
* Set up your distribution channel
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| **REVENUE POTENTIAL****(What I Can Realistically Earn)**What do you need to earn monthly/annually? What are your initial revenue streams? What is the market rate for what you do? How will you structure your pricing, e.g. advisory or service fees (fixed price, hourly, project-based, retainer), subscription (fixed or tiered), eCommerce (per unit, bundled), 3rd-party (percentage of revenue or margin)?  | **EXPENSES****(My Short-term and Long-term Costs)**What are your major cost areas? What will my initial expenses be to get up and running? What are my ongoing expenses, e.g. medical benefits, mortgage/office space, web hosting, vendors, professional services? How will you initially pay for these, e.g. savings, small business loan?   |
| **KEY ACTION ITEMS****(What I Need to Prioritize)**List the 10 most important things that are essential to initially deliver your solutions and what must you do to get started.**Build a prioritized list.** | **ACCOUNTABILITY****(Support & Measurement)**Which friends, family, colleagues or groups will keep me motivated and encouraged? How will you balance building, promoting and delivering your solution/offer? How will you manage your time?How will you measure success? What are your Key Performance Indicators (KPIs) that will tell you how your business is initially doing, e.g. website visits, leads, engagements, units sold, expenses, revenue margins? |
| **FUTURE REVENUE STREAMS****(Multiple Ways to Earn Money)**After successfully launching your business, what other products or services can you offer to keep income flowing and increasing? Is this an expansion of your current business or a separate business? |  |