



BUSINESS PLANNING WORKBOOK

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A guided resource to help you map out your thoughts, assess readiness, and shape the foundation of an initial business plan.

1. FINDING YOUR 'WHY'

Why are you considering starting a business?

Will it be something you pursue full-time, part-time, or casually?

What excites you most about being a business owner?

What concerns or fears come to mind?

How do your personal values align with this business idea?

Additional Notes:

2. PERSONAL CAPACITY & READINESS CHECK

What would be your ideal role and time commitment look like within this business?

What strengths do you already have that support this path?

What would need to improve for you to feel more ready?

Determine whether this is the right time to start your new business

Rate yourself 1-5 (1 = low, 5 = high)

Time capacity: _____

Financial readiness: _____

Support system: _____

Risk tolerance: _____

Confidence in your idea: _____

Additional Notes: _____

3. PROBLEM & OPPORTUNITY EXPLORATION

What problem or unmet need have you noticed?

How do people currently solve it?

Who experiences this problem?

How would your approach add value?

Is the opportunity big enough (or meaningful enough) to pursue?

Additional Notes: _____

4. YOUR (ROUGH) IDEA

Describe your business idea in one or two sentences.

What products or services would you offer?

What is your initial vision for the business?

What sets your idea apart from other businesses?

Additional Notes: _____

5. CLIENT BRAINSTORM

Who would be your ideal customer or client?

What are their goals, needs, frustrations, or purchasing habits?

Where do they spend time (online/offline)?

Why would they choose you?

Additional Notes: _____

6. EARLY FEASIBILITY SNAPSHOT

How would you deliver your product(s)/service(s)?

Do you need equipment, tools, software, certifications, or space?

What start-up cost might exist?

Could you start small or test your idea before going all-in?

Additional Notes: _____

7. COMPETITIVE & MARKET LANDSCAPE

Who else is doing something similar?

What do they do well?

What gaps or opportunities do you see?

How might you position yourself differently?

Additional Notes: _____

8. BUSINESS MODEL DRAFT

Potential revenue streams (include both primary and secondary):

Pricing ideas:

Will you operate online, in-person, hybrid?

Are there potential partnerships, network connections or channels to leverage?

Additional Notes: _____

9. FIRST ROADMAP (IF YOU STARTED TODAY)

What small tests or experiments could validate your idea?

What would your top priorities be in the first 30, 60, 90 days?

What would success look like at the 6-month mark?

Additional Notes: _____

10. DECISION-MAKING REFLECTION

Based on this worksheet, how are you feeling about starting a business?

What excites you the most?

What feels like a blocker?

What support or information do you need next?

Additional Notes:

NEXT STEPS & RESOURCES

Questions to research:

People to talk to:

Skills or knowledge to build:

Free or low-cost ways to test your idea:

Additional Notes:
