

A top-down view of a desk with a laptop, a mug, a notebook, and a potted plant. The text 'My Business Planner' is overlaid on the image.

My
PLANNER
Business



My Business Details

Business Details

Name:

Address:

Telephone:

Email:

Social Media:

Web page:



Products/Services:

Age:

Gender

Location:

Have Children?

How Can we help them with their problems:



Business Goals

List Your Business Goals ...

1

2

3

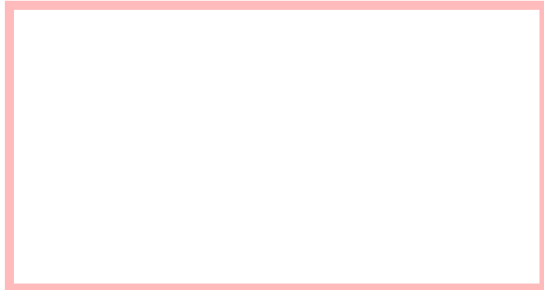
What Steps can you take to achieve your goals ...

1

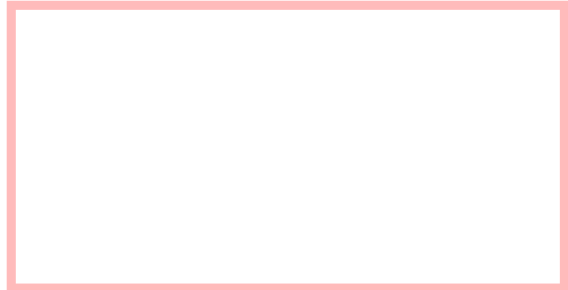
2

3

Branding VISION

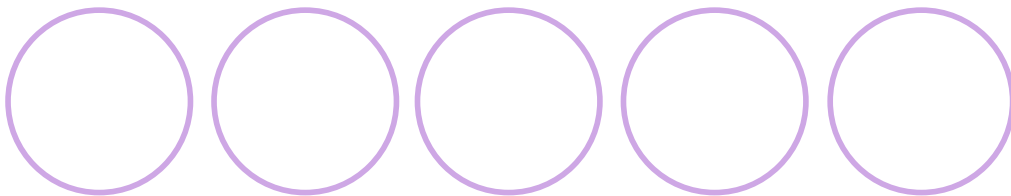


LOGO

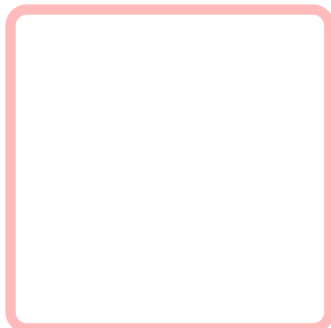


FONTS

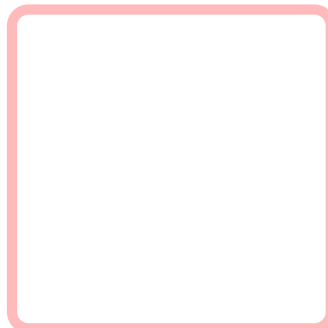
Color palette



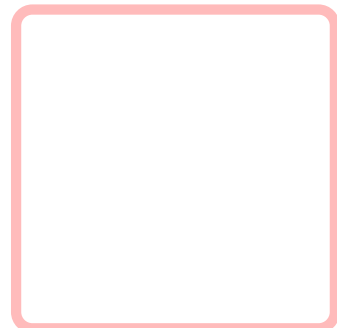
SECONDARY
LOGO



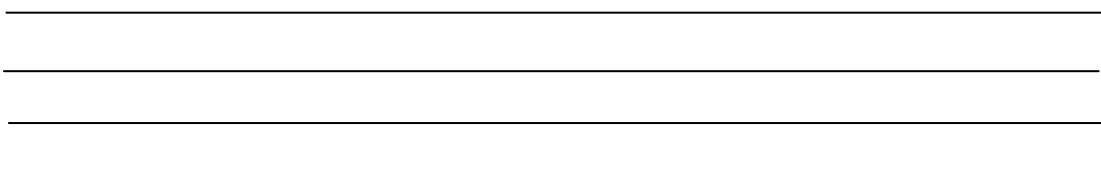
SOCIAL MEDIA ICONS



#HASHTAGS



Notes





COMPETITOR Analysis

	MY BUSINESS	COMPETITION 1	COMPETITION 2	COMPETITION 3
NAME				
PRODUCT				
PRICE				
QUALITY				
REACH				
STRENGTHS				
WEAKNESSES				

Hashtags OF MY BUSINESS

Category:

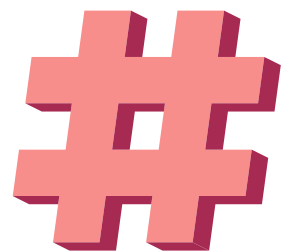
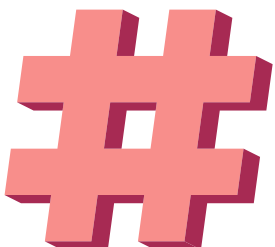
Category:

Category:

Category:

Category:

Category:



Publication SCHEDULING

Determine the days and the best time to post!

Facebook

MO		TUE		WED		TH		FRI		SAT		SUN	
12AM	11AM	10AM	9AM	8AM	7AM	6AM	5AM	4AM	3AM	2AM	1AM		
12PM	11PM	10PM	9PM	8PM	7PM	6PM	5PM	4PM	3PM	2PM	1PM		

Instagram

MO		TUE		WED		TH		FRI		SAT		SUN	
12AM	11AM	10AM	9AM	8AM	7AM	6AM	5AM	4AM	3AM	2AM	1AM		
12PM	11PM	10PM	9PM	8PM	7PM	6PM	5PM	4PM	3PM	2PM	1PM		

Tiktok

MO		TUE		WED		TH		FRI		SAT		SUN	
12AM	11AM	10AM	9AM	8AM	7AM	6AM	5AM	4AM	3AM	2AM	1AM		
12PM	11PM	10PM	9PM	8PM	7PM	6PM	5PM	4PM	3PM	2PM	1PM		

MO		TUE		WED		TH		FRI		SAT		SUN	
12AM	11AM	10AM	9AM	8AM	7AM	6AM	5AM	4AM	3AM	2AM	1AM		
12PM	11PM	10PM	9PM	8PM	7PM	6PM	5PM	4PM	3PM	2PM	1PM		



Products & Services offered

What products and/or services am I going to sell? What will its price be?

1

2

3

What can I add to my offer to make it better than the competition?

1

2

3



Ideas

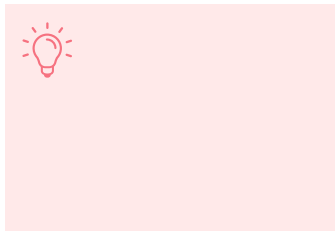


Can I see
myself doing
this?

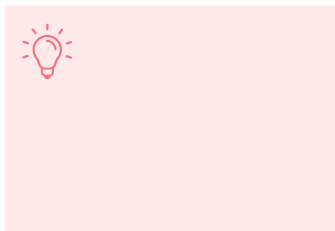
Is this in
demand?

Can I create
the solution?

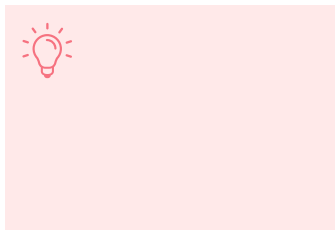
Product Idea #1



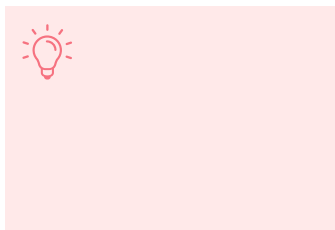
Product Idea #2



Product Idea #3



Product Idea #4



Product SUPPLIERS

NAME:

EMAIL:

TEL:

MIN ORDER QUANTITY:

WEB PAGE:

RETURN POLICY:

CONTACT:

NOTES:

PRODUCTS:

NAME:

EMAIL:

TEL:

MIN ORDER QUANTITY:

WEB PAGE:

RETURN POLICY:

CONTACT:

NOTES:

PRODUCTS:

NAME:

EMAIL:

TEL:

MIN ORDER QUANTITY:

WEB PAGE:

RETURN POLICY:

CONTACT:

NOTES:

PRODUCTS:

Marketing STRATEGIES

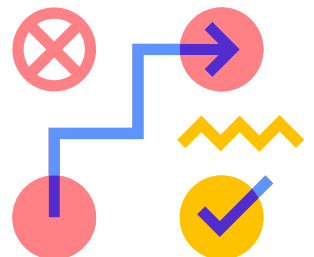
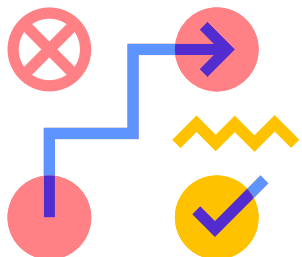
Make a list of strategies you can perform by combining 2 areas of your SWOT analysis. For example, you choose a strength and an opportunity that your business has, combine them and based on them create a strategy.

Strengths +
Opportunities

Weaknesses +
Opportunities

Strengths +
Threats

Weaknesses +
Threats



SCHEDULE

THE STRATEGIES

STRATEGY	Q1 JAN-MAR	Q2 APR-JUN	Q3 JUL-SEP	Q4 OCT-DEC

4 Weeks LAUNCH PLAN

Week 1



Week 2



Week 3



Week 4

