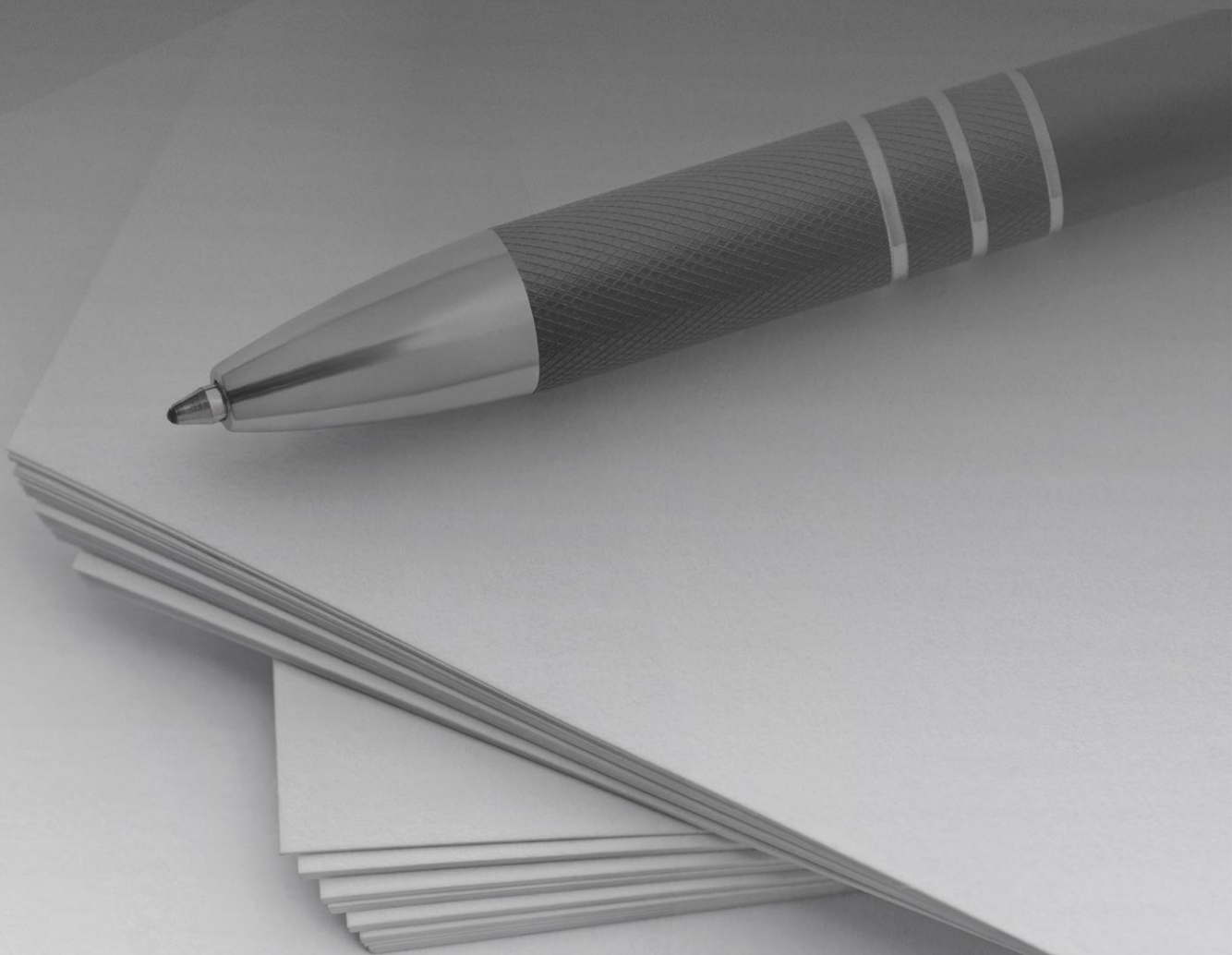




BUSINESSPLAN TEMPLATES



Guide to Drafting a Business Plan

A business plan is an essential element to starting and running a successful business. It doesn't matter if you are an entrepreneur or building a much larger business. Nor does it matter if you have a brick and mortar business or are working completely online. Everyone needs some sort of plan.

Starting and growing a business is like building a house. When you begin thinking about building a house, you start with blueprints or a written plan. Then you put your plan into action and lay the foundation. This foundation must be stable and solid because it will bear the entire weight of your house. If the foundation isn't up to par, every addition that is made could potentially bring the entire house down. It's the same with a business.

Creating a business plan allows you to have a firm base on which to build and grow your business. With this base, you'll be able to:

- Set and measure your goals
- Know when to move forward
- Review what you've accomplished
- See where changes are needed
- Set specific goals for team members
- Prioritize your workload so you stay on track
- Share your strategies and objectives with business partners and team members
- Know when to hire help
- Network with those who have similar plans as you
- Sell your business when the time comes
- Obtain a business loan, if needed
- Expand your business

Creating a business plan doesn't have to be difficult. In fact, unless you're trying to get a loan from a financial institution, it doesn't even have to be formal. A simple business plan can be written in a spiral notebook, but we're making it easier by giving you the worksheets to write out your plan quickly and easily.

Here are some things to consider while writing out your business plan.

- Know and understand your audience and competitors. If you ever decide to sell, apply for a loan, or look for a partner, they will want this information.

- Fully understand the solution you are offering, and the problem your business is solving. If there is no problem, there is no solution and therefore, there is no business.
- Have proof of everything you claim. From your goals to your financial projections, have the information that supports your claims. Write out why you think your ideas will work, the steps you will take to make them work, proof it works for your audience and more. If you cannot offer supporting information to back up your claim, don't claim it.
- When writing out your financial projections, be conservative. While you may feel confident that your profits will increase by 40% within the next year, a 10% increase is a much more realistic and credible projection. It's always better to overachieve than to fall short on your projections.
- Being realistic in all areas of your business plan is vital. Just because you want things to happen quickly, doesn't mean they will. So, be realistic, but don't be over optimistic when setting timelines, figuring resources and more.
- Deal in facts. If you plan to reference statistics or even your competition, only talk about things you can prove. Stats should come from reputable sources. Information regarding your competition should only come from them. Never go on hearsay.
- Don't use 'big' adjectives like 'unique', 'amazing', 'best' and so forth. Again, unless you can demonstrate proof of these claims, don't say them.
- Be as concise as possible. You want your plan to be complete, but short, to the point and clear of fluff.
- If possible, include charts, images or graphs that help conceptualize your ideas. Only a few will do.
- Think of your sales pitch. If you had to explain your business; what you do and who you do in a minute or less, how would you describe it? This information is a large part of what you will include in your business plan, only expanded upon.

In the template bundle we have created you'll find worksheets to help you draft each piece of your business plan. When completing them, remember, it doesn't have to be formal, but it should be complete.

The Executive Summary Worksheet

If you were to try to explain your business plan in a minute or less, what would you say?
Use this Worksheet so you can have a clear idea of what your business is and does.

[illegible]

Business Overview Worksheet

Use this worksheet to help you write a detailed description of your business.

Business (Company) Overview Worksheet

Write a detailed description of your business including the following elements:

The Legal Structure

- ☐ Sole proprietor
- ☐ Partnership
- ☐ Corporation
- ☐ Limited Liability Corporation (LLC)

Why have you selected this form of business?

Business Formation History

Mission Statement (Explain your reason for being and your guiding principles.)

Company Goals and Objectives

(Describe what you intend the business to achieve regarding the industry, customers, and even the world.)

Business Philosophy

(What is important to the business and why?)

Customer Description

(To whom will you market your products/services?)

Industry Description

(Describe the expected growth and how your business can help.)

Business Strengths

(What factors will make the company successful? What background experience, skills, and strengths give you an advantage over others?)

Location _____

State/Province _____

Country _____

License(s) _____

Doing Business Via

Check or insert other options that apply to your business.

<input type="checkbox"/> Website	<input type="checkbox"/> Consignment Shops	<input type="checkbox"/>
<input type="checkbox"/> Storefront	<input type="checkbox"/> Local Pickup/Delivery	<input type="checkbox"/>
<input type="checkbox"/> Online Shop	<input type="checkbox"/> News Subscription	<input type="checkbox"/>
<input type="checkbox"/> Email	<input type="checkbox"/> FB Marketplace	<input type="checkbox"/>
<input type="checkbox"/> Events	<input type="checkbox"/> Amazon	<input type="checkbox"/>
<input type="checkbox"/> Home Shows	<input type="checkbox"/> Satellite	<input type="checkbox"/>
<input type="checkbox"/> Online Advertising	<input type="checkbox"/> Selfly	<input type="checkbox"/>

Notes & Additional Info

Operations Plan Worksheet

Use this worksheet to explain and describe how each area in your business will function including physical setup and responsibilities for specific tasks performed.

The image shows three pages of the Operations Plan Worksheet. The first page is the title page, the second is the main body with sections for Business Area, Task, and Team/Member, and the third is the Operation Area Plan Notes page.

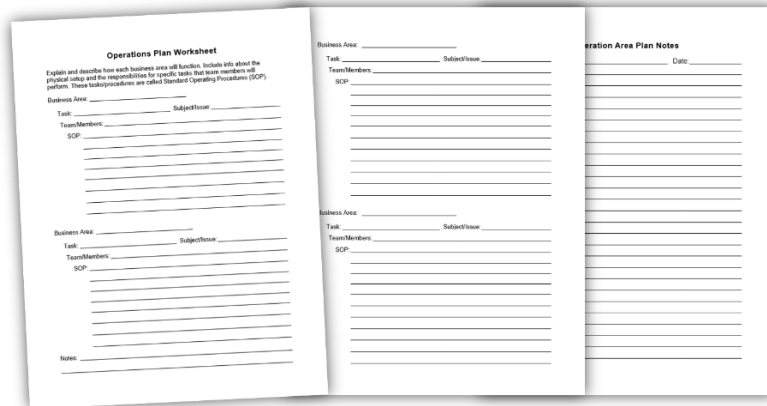
Market Analysis Worksheet

Use this worksheet to help you narrow in on your target market for your business.

The image shows three pages of the Market Analysis Worksheet. The first page is the title page, the second is the main body with sections for Market Overview, Ideal Customer Target Market Info, and Describe and explain how you intend to meet the wants and needs of your market, and the third is the Operation Area Plan Notes page.

Products and Services Worksheet

Describe the products you create, sell, and offer. Use this worksheet to help you discover new ideas for your products or services.



Sales and Marketing Worksheet

Use this worksheet to help you make sales and market your items/services.

 Two overlapping worksheets are shown. The left sheet is titled 'Sales and Marketing Worksheet' and contains sections for 'Product/Service Name', 'Description', 'What customer needs does this product fill or what issues does it solve?', 'Price', 'Sales Price', 'How do these prices compare to your competitors prices?', 'What evaluation prompts potential buyers to take action and make the purchase?', 'What methods will you use to market this product/service?', 'Where will your "advertiser" or really potential customers of this specific offer?', and 'Craft a potential ad for this product/service:'. The right sheet is titled 'More Promotion Ideas for This Offer' and contains sections for 'Ad 1 for this product/service', 'Ad 2 for this product/service', 'Ad 3 for this product/service', 'Ad 4 for this product/service', and 'Additional Promotion Ideas'.

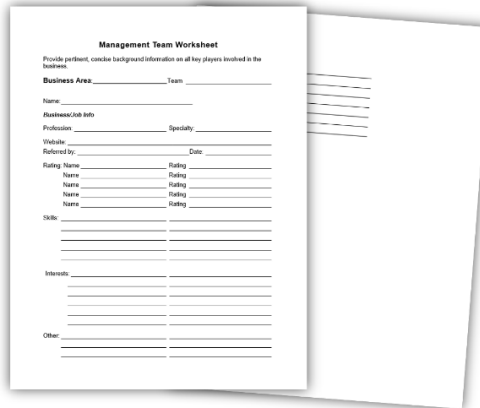
Competitive Analysis Worksheet

On the following worksheet, you will identify and research your competitors to assess your direct and indirect competitors' strengths and weaknesses to compare to your own.

 Two overlapping worksheets are shown. The left sheet is titled 'Competitive Analysis Worksheet' and contains a table with columns for 'Factor', 'You', 'Competitor 1', 'Competitor 2', and 'Importance Rate'. The table lists various factors such as Product, Price, Quality, Selection, Service, Reliability, Stability, Expertise, Reputation, Location, Appearance, Sales Method, Credit Policy, Advertising, and Image. The right sheet is titled 'On the following worksheet, you will identify and research your competitors to assess your direct and indirect competitors' strengths and weaknesses to compare to your own.' and contains several lines of text.

Management Team Worksheet

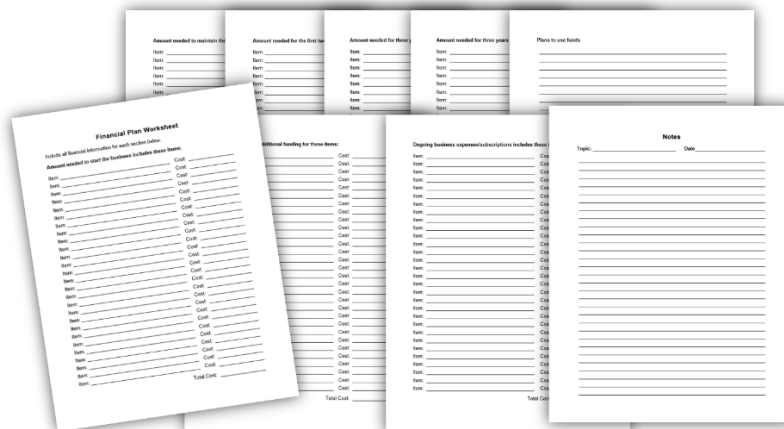
Building a profitable business may require you recruit and train team members. Use this worksheet to provide you with pertinent, concise background information on all key players involved in your business.



The Management Team Worksheet is a form designed to collect background information on key players in a business. It includes sections for Business Area, Name, Business/Job Info, Profession, Website, Referral by, Date, Rating, Name, Rating, Name, Rating, Name, Rating, Skills, Interests, and Other. The form is presented as a stack of two pages.

Financial Plan Worksheet

Use the following Worksheet to help you organize and keep track of all the financial needs that may come with starting a business.

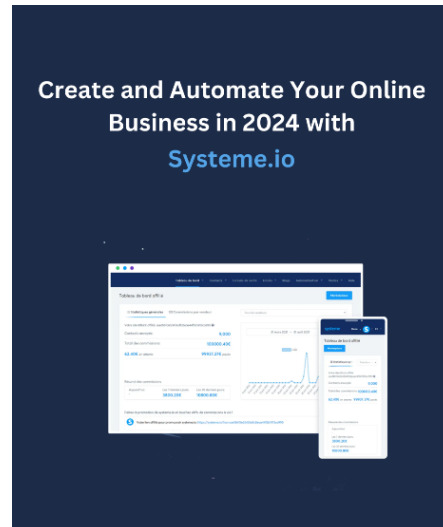


The Financial Plan Worksheet consists of several forms designed to help organize and track financial needs. The forms include sections for Amount needed to maintain the business, Amount needed for the first year, Amount needed for three years, Plans to use funds, Financial Plan Worksheet, Opening business expenses (includes descriptions), and Notes. The forms are presented as a stack of multiple pages.

Projected Income Worksheet

Use this worksheet to keep track of your costs and profit in your business.

Two Ways I can Help You Further



You can get this amazing promotion for Free !!

Attract New Customers By Giving Away Holiday Vouchers

To Find Out How to Instantly Boost Your Sales [Click Here](#) !!

(No credit card required)

Get lifetime access to [systeme.io](#) for FREE!

(grab it now before it's gone!)

[Click Here](#) !!

(No credit card required)

