



## **2 PAGE BUSINESS PLAN**

What specific niche is your business in?

Who is your ideal customer?

What does your business do?

What is your business's primary platform?

\*Website

\*Amazon or eBay

\*Blog

\*Etsy

\*Facebook

\*Other Social Media

Content: What will you create to offer visitors?

- \*Blog Articles
- \*YouTube/ Videos
- \*Webinars
- \*Free Templates
- \*Info Emails
- \*Free Course
- \*Podcast Episodes
- \*Live Content
- \*Tutorial
- \*Social Media Content
- \*Access to Secret Room or Group

Content: What other type of content will they find on your website or platform?

How often will you post or create new content?

Traffic: How will you get in front of your ideal customers?

- \*Facebook Groups
- \*Paid Ads
- \*Twitter
- \*Podcast
- \*Youtube
- \*Snapchat
- \*Collaborations
- \*Guest Posts
- \*Facebook Page
- \*SEO
- \*Instagram
- \*Google +
- \*Blog
- \*Pinterest
- \*Interviews

Monetization: How will you make your money?

What is your target monthly income?

Target Income / profit from each sale = how many items you need to sell ?

The average conversion rate is 2%- 5%. How many email subscribers do you need in order to meet your desired quota?

How does your company make money?

\*EBook, book, audio book

\*Advertising

\*Services

\*Sponsorships

\*PDF Workbook

\*Online Courses

\*Coaching

\*Physical Products

\*Memberships

\*Affiliate Sales

What plan do you have to increase your traffic and conversions?

Networking: How will you continue to connect with your audience after they leave your site?

\*Email Subscription

\*Twitter

\*YouTube

\*Podcast

\*Facebook Group

\*Periscope

\*Facebook Page

\*Instagram