Two 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 \* Podcast Episodes \*YouTube/ Videos

\*Webinars \*Live Content \*Free Templates

\*Info Emails \*Social Media Content \*Tutorial

\*Free Course \*Access to Secret Room or Group

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

How often will you posts or create new content?

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

\*Facebook Groups \*Facebook Page \*Paid Ads

\*Twitter \*Instagram \*SEO

\*Podcast \*Google + \*Youtube

\*Snapchat \*Pinterest \*Blog

\*Collaborations \*Interviews \*Guest Posts

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

\*PDF Workbook \*Online Courses \*Sponsorships

\*Coaching \*Physical Products \*Memberships

\*Affiliate Sales \*etc

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

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

\*Email Subscription \*Twitter \*YouTube

\*Facebook Group \*Periscope \*Podcast

\*Facebook Page \*Instagram \*Other