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