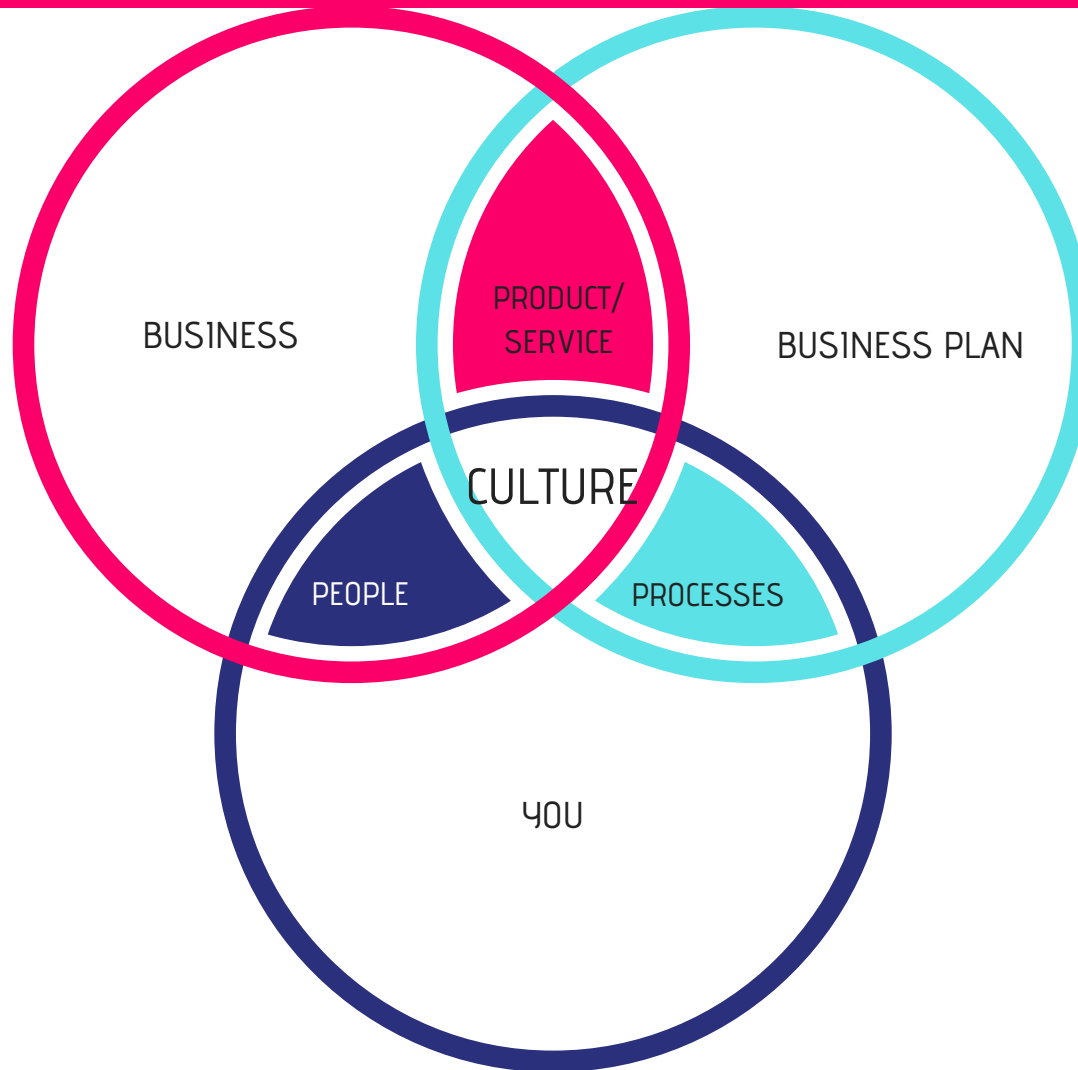


SIMPLIFIED BUSINESS PLAN



SIMPLIFIED BUSINESS PLAN

VISION:

MISSION:

VALUES:

SIMPLIFIED BUSINESS PLAN

PRODUCTS/SERVICES:

UNIQUE SELLING POINT:

PROBLEM YOU SOLVE:

SIMPLIFIED BUSINESS PLAN

TARGET MARKET:

SOCIAL MEDIA:

MARKETING/BRANDING:

SIMPLIFIED BUSINESS PLAN

**SERVICE/PRODUCT
COSTS:**

FIXED/VARIABLE COSTS:

TEAM MEMBERS:

SIMPLIFIED BUSINESS PLAN

VISION: Dream big! This is the building blocks of your company.

Our vision: When culture has improved locally, we can translate good culture into our communities and eventually the whole world. We will have a new environment where work doesn't ruin our relationships, it helps them.

What do you see happening in the future when you have achieved your goals?

MISSION: Your why. Dig deep.

What is your personal story for starting your business?

Ex. We started Sol Luna because we hate our culture. We hate how little PTO is given, that our kids are being raised by daycare, our economic business culture is failing our families, that people hate Mondays. We believe we all deserve better and we can do better by empowering business owners to redefine their culture to put people over profits.

Now use your story and craft a 1-2 sentence Mission Statement.

VALUES: 3-5 action orientated words that you feel connected to. Describe what each term means to your business and/or your life philosophy.

Pro TIP: Your values are the building blocks of your culture. The more you believe in them, the more your team will. Make sure you have an emotional connection to each word you choose.

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PRODUCTS/SERVICES:

List out all your products and services with price included.

Give a brief description.

UNIQUE SELLING POINT:

Think about what makes you unique?
What makes you different from your competitors?

PRO TIP: All your services/products should be centered around your unique selling point and compliment it.

PROBLEM YOU SOLVE:

How can your product or service make an impact on your customer's life?

How will it make their life easier or better?

In other words, why should I buy from you.

Try to look in the viewpoint of the customer.

SIMPLIFIED BUSINESS PLAN

TARGET MARKET:

Who do you want to serve?

What is their age range, gender, living area?

Where do they shop for clothes, groceries, or household items?

What activities do they enjoy?

Get to know the day in the life of your customer.

SOCIAL MEDIA:

Are you using content management apps?

What platforms are you utilizing and which are you getting the most traction?

PRO TIP: Learn to love Social Media!
It is not going anywhere.

MARKETING/BRANDING:

Pick 2-3 primary colors you want to use for social media and your website.

Pick 2-3 fonts you really like and use those.

Where do you get most of your customers? Referrals, email marketing, cold calling, etc.

SIMPLIFIED BUSINESS PLAN

SERVICE/PRODUCT COSTS:

How much do your products/services costs?

How often do customers pay?

FIXED/VARIABLE COSTS:

What costs are fixed? For instance, monthly bills you pay such as rent, CRM, utilities, insurance, etc.

What costs are variable? Marketing, office supplies, events, etc.

TEAM MEMBERS:

Describe each job role and the characteristics needed for that position.

Ex. Office receptionist

Answers phone, does scheduling and filing, needs to be organized, and personable.