**Simple Business Plan Template Instructions:**

* Replace copy in the **[ ]** with information and details about your business.
* Delete template **\*\*instructions\*\*** as you complete each section.

# Business Plan for [Your Business Name Here]

### 1. Vision/Mission of [Your Business Name Here]

[Craft a brief “elevator pitch” ***vision or mission*** statement about your business that answers the following five questions]

* **What does [your business] do?** [Are you selling products, services, information or a combination?]
* **Where does this happen?** [Will you conduct business online, in-store, via mobile means or in a specific location or environment?]
* **Who does [your business] benefit?** [Who is your target market and ideal customer for your concept?]
* **Why would potential customers care?** [What would make your ideal customers take notice of your business?]
* **How does [your products and/or services] outshine the competition?** [What your value proposition that would make customers choose you over a competitor?]

\*\*If you get stuck, continue brainstorming ideas for other parts of your plan, then complete this section.\*\*

### 2. Offer and Value Proposition

[Detail your ***offer(s)***, which are the products and/or services you plan to sell. Include a ***value proposition*** for each, which is a statement of how your product or service solves a problem for target customers.]

### 3. Audience and Ideal Customer

[Describe your ***ideal customer*** and explore a potential ***broader audience*** for your products and/or services.]

### 4. Revenue Streams, Sales Channels and Marketing

\*\*Using the lists below, select the ***revenue streams*** that your business will use to make money and the ***sales channels*** and ***marketing vehicles*** that will connect you to customers.\*\*

**Revenue Streams:** \*\*check how your business will earn income; edit as needed\*\*

* **Product sales:** Online, mobile, wholesale and in-store sales.
* **Affiliate income:** Monetize blog and social media posts with affiliate links.
* **Advertising income:** Reserve website space for advertising.
* **E-book sales:** Publish e-books related to [your business niche].
* **Video income:** Monetize a YouTube channel related to [your business niche].
* **Webinars and online classes:** Monetize coaching-style webinars and online classes related to [your business niche].
* **Members-only content:** Monetize a members-only section of the website for specialty content related to [your business niche].
* **Franchise:** Monetize [your business] model concept and sell to franchise entrepreneurs.

**Direct Sales Channels:** \*\*check how your business will transact sales; edit as needed\*\*

* **Mobile point-of-sale (POS):** Mobile and remote sales that don’t happen in-store.
* **Brick-and-mortar location:** In-store sales in a standalone location.
* **E-commerce platform:** An online store on an e-commerce platform.
* **Social media channels:** Facebook, Instagram, Pinterest shoppable posts/pins.
* **Sales representatives:** For wholesale or other rep-driven sales.

**Other Income Channels:** \*\*check how your business can make other income; edit as needed\*\*

* **Affiliate income:** Blogging or web content with affiliate link commissions.
* **Advertising income:** Reserved advertising spaces on [your business] website.
* **E-book sales:** E-book sales via Amazon Kindle Direct Publisher.
* **Video income:** YouTube channel with ad monetization.
* **Webinars and online classes:** Online subscription classes and webinars.
* **Members-only content:** Password-protected content on the website or blog.

**Marketing and Advertising:** \*\*check how your business will reach audiences; edit as needed\*\*

**Online Marketing Methods:**

* Informative blog content
* Online landing page sales funnels
* Social media via Facebook, Instagram, LinkedIn, TikTok, Pinterest, Twitter, other
* Video content on YouTube, Facebook or other
* Free e-books for marketing and lead generation
* Paid online advertising via Google AdSense or other networks
* Email and/or SMS marketing
* Customer loyalty program

**Traditional Advertising and Public Relations Outlets**

* Radio
* Television
* Newspaper
* Magazine
* Direct mail
* Doorhanger flyer distribution
* Event and team sponsorships

### 5. Structure, Suppliers and Operations

\*\*Detail the ***structure*** and ***operational overview*** for your business.\*\*

* **Business structure:** [Sole Proprietorship, Limited-liability Company, Partnership, Corporation, etc.]
* **Permits:** [Required city, county and state permits to operate.]
* **Education or certifications:** [Required licenses, certifications or education to operate.]
* **Roles and responsibilities:** [Owner, partner and staff roles and tasks.]
* **Standard operating procedures (SOPs):** [Overview of day-to-day operational plans.]
* **Supply chain:** [Raw good or resale/wholesale product suppliers and ordering processes.]

### 6. Financial Forecasts

**Cost Forecast** \*\*enter estimated startup and ongoing costs; edit table as needed\*\*

| **Business Need** | **Startup Cost** | **Ongoing Cost** | **Source/Supplier** |
| --- | --- | --- | --- |
| Business organization (DBA, LLC, etc) | $ | $ |  |
| Permits/certifications | $ | $ |  |
| Retail or mobile POS system | $ | $ |  |
| E-commerce website | $ | $ |  |
| Store/facility cost | $ | $ |  |
| Utilities costs | $ | $ |  |
| Mobile sales, market and fair booths | $ | $ |  |
| Production/office equipment | $ | $ |  |
| Cost of goods (projected) | $ | $ |  |
| Packaging, bags and shipping supplies | $ | $ |  |
| Business cards and print marketing | $ | $ |  |
| Online and social media advertising | $ | $ |  |
| Business bank account | $ | $ |  |

**Gross Profit Projections**

\*\*Use product research to estimate retail prices for your goods and/or services, then subtract cost-of-goods (raw material, hourly rate or wholesale costs) to estimate gross profits. Edit table as needed.\*\*

| **Product or Service** | **Retail Price** | **(Cost)** | **Gross Profit** |
| --- | --- | --- | --- |
|  | $ | ($ ) | $ |
|  | $ | ($ ) | $ |
|  | $ | ($ ) | $ |
|  | $ | ($ ) | $ |
|  | $ | ($ ) | $ |