



The 5-Minute BUSINESS PLAN



Fill in the blanks/complete the sentences to create a business plan you can use right away.

The Big Picture/The Executive Summary

This identifies what you actually do and for whom. I sell/provide _____ to people who _____

1 Making Life Better/Business Operations

In business you generally focus on filling a need, solving a problem, or improving someone's life somehow.

I am helping _____ I am increasing _____ I am reducing or getting rid of _____

2 Profits/Financials

To be successful in business you have to make a profit. Making a profit means your revenues are greater than your expenses.

I charge _____ To get paid I _____ I can also earn money if I _____

3 Almost Famous/Marketing

People need to know about you and your product or service.

Customers learn about me through _____

My social media plan includes _____

I manage referrals by _____

4 Climbing the mountain /Management

You cannot do everything yourself.

Outsource tasks or projects where you are weak or those tasks that can be accomplished easily by someone else.

I like doing _____ and I'll get help with _____

5 Top of the World/Success!

Make sure you know when you achieve your goals. Celebrate milestones and accomplishments. I'll know I'm successful when I have _____ (# of) customers, or sell _____ (# of) products, or make \$_____ income.