**Business Plan Template**

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| **What is your business model(s)?** |
| **Who is your target market(s)?**(summary from Marketing Plan) |
| **Your Unique Selling Proposition*** What are you offering?
* What problem does it solve?
* What is different about you?
* Why should people buy from you vs. the competition?
 |
| **Business Goals**(summary from goal setting worksheet)* Long Term Goals
* Short Term Goals
 |

**Marketing Plan**

*(complete one for each project, if you have more than one)*

**Project 1:**

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| --- |
| **Target Market Description:**(size, demographics, buying characteristics, problems, etc) |
| **Marketing Strategy 1:** | Key tasks: (eg create product, email list)*
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| **Marketing Strategy 2:** | Key tasks:*
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| **Marketing Strategy 3:** | Key tasks:*
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**Action Plan**

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| --- | --- | --- |
| **Initial Project Set Up Tasks** | **Deadline** | **Responsibility** |
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| **Ongoing Tasks – Per Project** | **Deadline** | **Responsibility** |
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| **Ongoing Business Tasks (overall business)** | **Deadline** | **Responsibiity** |
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**Potential Obstacles**

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| **Obstacle** | **Resource/Solution** | **Where to Find It** |
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**Other Notes:**

**Profitability Analysis**

*(do estimates on separate spreadsheet, per month and year)*

**Project Profitability**:

*(complete for each project)*

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| --- | --- |
| **Total Estimated Expenses**(total expenses for individual project) |  |
| **Total Estimated Revenue**(total revenue for individual project) |  |
| **Total Estimated Profit**(total revenue – total profit) |  |
| **Estimated Return on Investment**(total profit/total expense) |  |

**Business Profitability**:

*(combine all projects plus general business expenses and other revenue)*

|  |  |
| --- | --- |
| **Total Estimated Expenses**(total expenses for all projects combined and general business expenses) |  |
| **Total Estimated Revenue**(total revenue for all projects combined) |  |
| **Total Estimated Profit**(total revenue – total profit) |  |
| **Estimated Return on Investment**(total profit/total expense) |  |

Note: If not including your time in expenses, estimate the value of your time per project by calculating:

Total Profit for Project:

Total Hours Spent:

Hourly Profit: