**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:**

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

**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: