

## Business Plan Template

**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:

<b>Target Market Description:</b> (size, demographics, buying characteristics, problems, etc)	
<b>Marketing Strategy 1:</b>	Key tasks: (eg create product, email list) <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>
<b>Marketing Strategy 2:</b>	Key tasks: <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>
<b>Marketing Strategy 3:</b>	Key tasks: <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>

## Action Plan

Initial Project Set Up Tasks	Deadline	Responsibility

Ongoing Tasks – Per Project	Deadline	Responsibility

Ongoing Business Tasks (overall business)	Deadline	Responsibility

## Potential Obstacles

Obstacle	Resource/Solution	Where to Find It

**Other Notes:**

## Profitability Analysis

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

### Project Profitability:

*(complete for each project)*

<b>Total Estimated Expenses</b> (total expenses for individual project)	
<b>Total Estimated Revenue</b> (total revenue for individual project)	
<b>Total Estimated Profit</b> (total revenue – total profit)	
<b>Estimated Return on Investment</b> (total profit/total expense)	

### Business Profitability:

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

<b>Total Estimated Expenses</b> (total expenses for all projects combined and general business expenses)	
<b>Total Estimated Revenue</b> (total revenue for all projects combined)	
<b>Total Estimated Profit</b> (total revenue – total profit)	
<b>Estimated Return on Investment</b> (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: