

Superstar

Business Plan Template



Superstar Business Plan
WWW.THEVIRTUALSTUDIO.CA

The Virtual Studio: Business Plan Template

Company Name: _____

Company Tagline: _____

Your Title: _____

Business Structure: _____

Website: _____

Describe what your business does: _____

PEOPLE PLAN: Your Strongest Asset, you!

Your Bio: _____

Your Strengths: _____

Your Skills: _____

Your Business Dreams: _____

PEOPLE PLAN: S.W.O.T Analysis

A SWOT Analysis is a simple but useful framework to help you focus on your strengths, minimize threats, and take the greatest possible advantage of opportunities available to you.

INTERNAL		EXTERNAL	
Strengths	Weaknesses	Opportunities	Threats

PEOPLE PLAN: Your Ideal Customer

Who is she? (Age, career, family, income, hobbies, etc.): _____

What are her fears & frustrations? _____

What are her hopes & desires? _____

How will you ease the fears and provide the desires? _____

PEOPLE PLAN: Direct Competition

Company: _____

What do they offer? _____

What are their strengths? _____

What are their weaknesses? _____

What marketing strategies do they use? _____

Are they on Social Media? (Which ones?) _____

How will your business be different? _____

PRODUCT PLAN: What you offer

Product or services are: _____

How it will be delivered: _____

You will ensure customer service by: _____

You will **WOW** your clients by: _____

PURPOSE PLAN: Your Why

Why are you starting this business? _____

What are your business values? _____

PURPOSE PLAN: Mission Statement

_____ provides _____ for _____ to
(Your business) (Products/services) (Ideal client)

_____. To accomplish this goal, _____ will
(Results you provide) (Your business)

Never _____ and will _____
(List of what you won't do) (List of what you will do)

through _____ and _____. Because of
(Your Uniqueness) (Core Values)

this, my customers get _____.
(Benefit/Solution)

PROMOTION PLAN: Your marketing message

I work with _____ who struggle with _____
(Ideal Customer) (The problem)

and would like to be/have _____. What makes me different is _____
(Hopes & Desires Fulfilled) (Your Uniqueness)

, because of this, my customers get _____.
(Benefit/Solution)

PROMOTION PLAN: Your marketing message

Rewrite your marketing message in your own words and authentic style: _____

PROFIT PLAN: Monthly Revenue Targets

How much of what do you need to sell to reach your monthly goal?

INTERNAL		EXTERNAL	
Products/ Services	Price per Unit	# Sold per Month	Monthly Revenue