

iamsociable Creative Business Plan Extraordinaire

WHAT DO YOU
DO?

Keep it to 1 sentence

WHAT PRODUCT OR
SERVICE ARE YOU
SELLING?

Don't overthink it!

WHO IS YOUR
TARGET
AUDIENCE?

A niche is good. Where can
you find your customers?

WHAT DO YOU NEED?

Right now to make your business successful.
(Website, social media, emails, etc) You don't need it all.

How many clients, packages or products do you need to sell in order to reach the monthly income you need? Divide your monthly income by the price of the product or service you are selling.

WHO IS THE COMPETITION?

What can you learn from your competitors & how can you compete?

HOW MUCH MONTHLY INCOME DO YOU NEED?

What income would you need to replace (if you left your current job situation)? Keep in mind this needs to cover both your personal income, business expenses and overhead.

WHAT DO YOU HAVE IN COMMON?

What trends are impacting the industry, who are the influencers, and how can you predict future trends?

WHO IS YOUR KEY PARTNER?

Can you partner with suppliers, distributors, marketing companies, websites?

WHAT IS YOUR USP?

What do you have or do that is different.

HOW MUCH SHOULD YOU CHARGE?

What are your customers willing to pay? What is the competition selling at? How much do you want and need to keep the business afloat and you happy. How much are you willing to charge and value your own time and work at the same time?