



Free Business Plan Template

COMPANY AND CEO

PROBLEM AND UNIQUE SOLUTION

LONG-TERM GOAL

SERVICES AND PRICE POINTS

BASED OFF OF YOUR RESOURCES HOW MANY CUSTOMERS DO YOU WANT TO SERVE ANNUALLY THIS YEAR. HOW MUCH REVENUE WOULD THAT BRING TO YOU.

HOW MANY NEW CUSTOMERS DO YOU CURRENTLY HAVE, HOW MANY DO YOU YOU NEED PER WEEK.

WHAT ACTION STEP DO PEOPLE TAKE BEFORE THEY PURCHASE? [LEAD MAGNET/FREEBIE/GO STRAIGHT TO WEBSITE]

HOW MANY _____ WOULD NEED TO BE TO CONVERT INTO A SALE

-HOW MANY PER DAY

-HOW MANY PER WEEK

-HOW MANY PER MONTH

TARGET CUSTOMERS

INSPIRATION/COMPETITORS

FINANCIAL PROJECTION

-MONTHLY

-ANNUALLY

-THREE YEARS

-FIVE YEARS

FINANCIAL HISTORY

-LAST MONTH

-THIS YEAR

-LAST THREE- FIVE YEARS



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MARKETING STRATEGY (EMAIL, ADS, EVENTS, INFLUENCERS, DIRECT OUTREACH)

HOW MUCH PER WEEK

DAILY ACTION STEPS

EXPENSES

COMPETITIVE ADVANTAGE

TEAM

LONG-TERM VISION

FUNDING REQUIRED

FUNDING SOURCES

MILESTONE

- 1.
- 2.
- 3.
- 4.
- 5.