

Think about your business and what you want to achieve.
Answer these questions to formulate your plan.

OVERVIEW

What product or service will you sell?

Who will buy it?

How will your business idea help people?

CHA-CHING

What will you charge?

How will you get paid?

How will you make money during slower off seasons?

MARKETING

How will customers learn about your business?

How will you encourage referrals?

SUCCESS

Which metrics will you use to measure success?
(ie number of customers, annual net income)

This business will be successful when it achieves:

CHALLENGES / QUESTIONS

Specific challenge or question #1

Proposed solution to challenge #1
