



CREATE A
SHORT AND
SIMPLE
BUSINESS
PLAN!

Business
Planning
doesn't need
to be
complicated.

- 
- Today I'll give you a 2-page document with questions that will guide you through creating your own business plan.
 - It may require some research/thinking time, but it will be well worth the time you invest in it.
 - The idea is to get clarity and goals in place for the next 12 months.



This is For YOU

- Use the following questions as a guideline for your business going forward. Replace the prompts under the questions with your own answers.
- Write as much or as little detail as you like – the point of this plan is for YOU to get clear on what your business is, and what your goals are.

Use this as a
working
document.

- Ideally, this isn't something you do and forget about!
- It should give you guidance and goals to work towards.
- Plan to revisit and revise this plan on a yearly basis, and to use it regularly to see if you are on track to reach your financial and other goals over the next 12 months.

A red line graph with three peaks and two valleys, trending upwards from left to right, located in the top-left corner of the slide.

Download the Plan

[Short and Simple Biz Plan Doc](#)

A red line graph with a jagged, upward-trending line, symbolizing growth or progress, located in the top-left corner of the slide.

We'll work through it together...

- Use this time to get clarity on the questions in the plan!

What is my product?

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- What are your products?
 - What is your niche - and even better, your micro-niche? (Category within categories!)
 - What are your price-points?

How will I sell my product?

- Where do I want to sell? (Online, markets/shows, wholesale/consignment?)
- Once you've decided on categories, start getting specific. If wholesale - make a spreadsheet of dream stores.
- Markets? Same.
- If online, research platforms and choose the best for you.
- Are you focussing on local, domestic, international sales?

Who is my Ideal Customer?

- See Ideal Customer Workshop.
- Briefly - build an avatar that represents the person most likely to buy from you.

What problem
am I
solving/need
am I fulfilling
for this
person?

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- Don't get too overwhelmed with this.
 - Keep it simple, but do dive into the life and psychology of your Ideal Customer to help you here.
 - Most 'wants' are driven by deeper emotional needs.



How will my customers find me/how will I reach out to them?

- Think about how your Ideal Customer would go about finding what you sell.
- Where would they look?
- What keywords would they be using?
- How will you make sure to be where they are looking?
- This will inform your marketing plan.

What are my Core Values, and my Mission Statement?

- Your Core Values are the guiding principles of your business.
- The What's Your Why workshop will help you figure them out.
- Then, you can craft a mission statement that outlines who you are (as a business) what you do, and why.

What
tools/software
will I need to
get my
business up
and running?



- Make a list of any tangible and intangible assets you need to invest in to start/grow your business.
- Making tools? Software? Apps? Furniture?



What will my main business expenses be in the next 12 months?

- Website costs, materials costs, marketing costs etc. - make a list of everything you can think of, and how much it costs per month/year.

How much profit is built into my prices?

- If you're unsure what profit IS, and how to calculate it, make sure to do the Pricing Workshop.
- This [YouTube video](#) of mine might help, too.
- It's important to build in profit from the beginning, so you have money to grow your business.



What is my 6-month/ 12-month financial goal?

- You can have multiple numbers here – things like gross income, net income, profit, salary, etc. Be specific!

How many
products will I
need to sell to
reach my
financial
goals?



- If your items have a wide range of price-points, pick your best-seller or a mid-range item. Remember to deduct your predicted expenses from your gross sales income.

What is my ultimate goal?



Envision 5 years down the line:

- What will my life and business look like?
- How much gross income will I be bringing in?
- How much will I be paying myself?
- How much profit will I be making?
- Will I have employees? How much will I be paying them?
- How many items will I sell a month?

What potential
roadblocks
might I face?

How will I
overcome
them?

- 
- What might get in the way of my success?
 - Internal/External
 - Things I can control/things I can't control.
 - Financial, societal, career/work, family.



When will I know my business is a 'success'?

- What is your personal measure of success?
- Is it a financial goal? A lifestyle goal? A certain number of sales? A feeling?
- Get specific, and you can have a multi-faceted answer.
- This will be unique to you - only you can define what success looks like for you.



Schedule time in your calendar in the coming month to complete this plan.

Further Resources

Workshops & Podcasts

- Video: [How to Name your Handmade Business.](#)
- Workshop: [How your Money Story Could be Holding you Back](#)
- Workshop: [Discover your Ideal Customer](#)
- YouTube: [You're Probably Pricing Wrong | Etsy & Handmade Business | A Basic Pricing Formula](#)
- And other workshops referenced in this workshop.