

A glowing lightbulb is centered within a large, hand-drawn thought bubble on a dark chalkboard. The lightbulb is lit, with a bright white glow emanating from its filament. The thought bubble is drawn with white chalk, and several smaller, similar bubbles trail off to the bottom left. The overall scene is set against a dark, textured background.

A good business
needs an IDEA!

A great one also needs a PLAN!



Business Plan Template for a Service Based Business

How to use this Template

Break down your business idea along the key categories

Use the questions as a guide to identify what will you do, and how you'll implement your vision.

Write your responses in the blank printable template in the next sheet

Where can you use it

Refine and test out a new business idea.

Expand an existing business, or plan a pivot.

Starting point for creating a Marketing and/ or Project Plan.

Guide to converse with mentors, advisors or potential hires.

As a Pitch Deck for banks, lenders or investors.

To revisit/ review your original idea after a year or two.

Business Plan Questions - Assess, Define, Fine-tune!

<h2>GOAL & MISSION</h2> <p>Summary of your business idea</p> <p>What challenges are your customers facing?</p> <p>Are they paying to solve those?</p>		<h2>DIFFERENTIATORS</h2> <p>Functional Skills you Offer</p> <p>Credentials like experience, certifications, recommendations & reviews</p> <p>3-5 things that set you apart</p>	<h2>SERVICE & SOLUTION</h2> <p>What problem(s) are you solving?</p> <p>How can you package your services as a tangible, usable product?</p>	
<h2>AUDIENCE</h2> <p>What does your ideal customer look like?</p> <p>Age, location, persona?</p> <p>Lifestyle, needs, goals?</p>	<h2>CHANNELS</h2> <p>Where will you connect with customers - in-person, social, email?</p> <p>How will you build connects and relationships?</p>		<h2>REVENUE</h2> <p>What are you charging and on what basis?</p> <p>Fee based or commissions?</p> <p>Can you create repeat/passive income channels?</p>	<h2>COSTS</h2> <p>Major outlays e.g. tech, marketing etc.</p> <p>Can you manage with free before paying yourself?</p> <p>Account for spends like freebies, intro calls etc.</p>
<h2>COMPETITION</h2> <p>People who offer a similar service?</p> <p>Feature based like lower prices or more services, or corporate or non-custom services.</p> <p>External factors like the economy.</p>		<h2>PITCH</h2> <p>Define your value proposition.</p> <p>What makes you unique?</p> <p>Why should clients pick you?</p>	<h2>MARKETING, SALES & PROMOS</h2> <p>Will you use traditional marketing or online avenues?</p> <p>Relationships you can leverage?</p> <p>Tools like lead magnets, trials and freemium services?</p>	



My Business Plan: _____

