

BUSINESSPLAN TEMPLATES

Guide to Drafting a Business Plan

A business plan is an essential element to starting and running a successful business. It doesn't matter if you are an entrepreneur or building a much larger business. Nor does it matter if you have a brick and mortar business or are working completely online. Everyone needs some sort of plan.

Starting and growing a business is like building a house. When you begin thinking about building a house, you start with blueprints or a written plan. Then you put your plan into action and lay the foundation. This foundation must be stable and solid because it will bear the entire weight of your house. If the foundation isn't up to par, every addition that is made could potentially bring the entire house down. It's the same with a business.

Creating a business plan allows you to have a firm base on which to build and grow your business. With this base, you'll be able to:

- Set and measure your goals
- Know when to move forward
- Review what you've accomplished
- See where changes are needed
- Set specific goals for team members
- Prioritize your workload so you stay on track
- Share your strategies and objectives with business partners and team members
- Know when to hire help
- Network with those who have similar plans as you
- Sell your business when the time comes
- Obtain a business loan, if needed
- Expand your business

Creating a business plan doesn't have to be difficult. In fact, unless you're trying to get a loan from a financial institution, it doesn't even have to be formal. A simple business plan can be written in a spiral notebook, but we're making it easier by giving you the worksheets to write out your plan quickly and easily.

Here are some things to consider while writing out your business plan.

• Know and understand your audience and competitors. If you ever decide to sell, apply for a loan, or look for a partner, they will want this information.

- Fully understand the solution you are offering, and the problem your business is solving. If there is no problem, there is no solution and therefore, there is no business.
- Have proof of everything you claim. From your goals to your financial projections, have the information that supports your claims. Write out why you think your ideas will work, the steps you will take to make them work, proof it works for your audience and more. If you cannot offer supporting information to back up your claim, don't claim it.
- When writing out your financial projections, be conservative. While you may feel confident that your profits will increase by 40% within the next year, a 10% increase is a much more realistic and credible projection. It's always better to overachieve than to fall short on your projections.
- Being realistic in all areas of your business plan is vital. Just because you want things to happen quickly, doesn't mean they will. So, be realistic, but don't be over optimistic when setting timelines, figuring resources and more.
- Deal in facts. If you plan to reference statistics or even your competition, only talk about things you can prove. Stats should come from reputable sources. Information regarding your competition should only come from them. Never go on hearsay.
- Don't use 'big' adjectives like 'unique', 'amazing', 'best' and so forth. Again, unless you can demonstrate proof of these claims, don't say them.
- Be as concise as possible. You want your plan to be complete, but short, to the point and clear of fluff.
- If possible, include charts, images or graphs that help conceptualize your ideas. Only a few will do.
- Think of your sales pitch. If you had to explain your business; what you do and who you do in a minute or less, how would you describe it? This information is a large part of what you will include in your business plan, only expanded upon.

In the template bundle we have created you'll find worksheets to help you draft each piece of your business plan. When completing them, remember, it doesn't have to be formal, but it should be complete.

The Executive Summary Worksheet

If you were to try to explain your business plan in a minute or less, what would you say? Use this Worksheet so you can have a clear idea of what your business is and does.

	The Executive Summary
his should be complete	ed LAST even though it is first in your business plan.
itch, if you were to try to	hing you have said in the other 9 worksheets. Like an elevator- o explain your business in a minute or less, what would you unique, interesting, and persuasive.

Business Overview Worksheet

Use this worksheet to help you write a detailed description of your business.

Business (Company) Overview Worksheet Wife a detailed description of your business including the following elements:	Business Philosophy (What is importent to the business and why?)	Location StateProvince: Country:
The Legal Structure Sole proprietor Partnership Consolidon		Language: Doing Business Via Check or insert other options that epply to your business.
Linded Liability Corporation (LLC) Why have you selected this form of business?	Customer Description (To whom will your marked your precisedation vione?).	Webble Consignment Stops Storefront Local PickupCelviny Online Shop News Subscription Enull P19 Marksplace Arrason
Business Formation History Mission Statement (Explain your reason for being and your guiding principles.)	Industry Description (Describe fire expected growth and how your business can hejp.)	Chine Shows Solution Chine Advertising Notes & Additional Info
Company Goals and Objectives (Describe what you intend the business to achieve	Business Strengths (Mhaf factors will make the company success?) What background	
regarding the industry, customers, and even the world.)	experience, skills, and alterights give you an advantage over others?)	

Operations Plan Worksheet

Use this worksheet to explain and describe how each area in your business will function including physical setup and responsibilities for specific tasks performed.

	Parkets for Index from Transformation 507 509 500	Operation Area Plan Notes
Nates Are	Tore Interfloor Tore Interfloor Star Interfloor Interfloor Interfloor	

Market Analysis Worksheet

Use this worksheet to help you narrow in on your target market for your business.

Market Analysis Worksheet		Ideal Customer Targe		Describe and explain how you intend to meet the wants and needs of your market.
live an even-four of your market including things they frequently have is common as and a unique qualities that make some market sub-sections quite different. In the same is include a variety of their problems, concerns, fearm, etc.	ivisian your ide lp you define y	cal customers and your target ma rour target in more depth and foc	ket. Use the demographics below to as on the people you can help best.	
		State/Province:	Country:	
	nguage - peaks:Writes	English French	Spanish Other	
G	ender	Male	Female	
A		□Undar 25 □26-35 □36-45	□45-65 □55-65	-
M	larikali'i arnihy Status	☐Single ☐Single with child(ree)	Narried " with child(ren) Grandparent (has grandchildren)	
E4	ducation	Less than a high school diploma High school graduate	Graduate (Masters, etc.)	
In	terests	D		
0	otivations	Comfort/Convenience Money/Socurity Houth/Wildless Other Other		
		0	0	

Products and Services Worksheet

Describe the products you create, sell, and offer. Use this worksheet to help you discover new ideas for your products or services.

	Business Area:	eration Area Plan Notes
Operations Plan Worksheet	Distance Press	eration Area Flan Notes
Operations Plan Workshoot	Task: SubjectIssue	Date
splain and describe how each business area will function. Include into about the		
walkin and describe how each business area will tasks that team members will	Team/Members:	
hysical setup and the responsibilities for specific and Operating Procedures (SOP).	SOP	
ciplein and describe how each business area will function. Include into assert the hysical soluty and the responsibilities for specific tasks that team members will serform. These tasks/procedures are called Standard Operating Procedures (SOP).	007	
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Task Toam Members:		
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Task:Subject/Issue:	Team/Members:	
Task	SOP:	
	00P	
SOP:		
SOP:		
SOP		
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Notex		

Sales and Marketing Worksheet

Use this worksheet to help you make sales and market your items/services.

Sales and Marketing Worksheet	More Promotion Ideas for This Offer
Fill in the following information to help you make sales and market your items/services.	Ad 2 for this product/ben/ice:
Product/Service Name:	
Description:	
What customer needs does this product fill or what issues does it solve?	Ad 3 for this product/service
Price. Sale Price.	
How do these prices compare to your competitors' prices?	Ad 4 for this product/service
What metivation prompts potential buyers to take action and make the purchase?	Additional Promotion Ideas
	Additional Promotion ideas
What methods will you use to market this productibervice?	
Where will you "advertise" or notify potential customers of this specific offer?	
Uraft a potential ad for this product/service:	

Competitive Analysis Worksheet

On the following worksheet, you will identify and research your competitors to assess your direct and indirect competitors' strengths and weaknesses to compare to your own.

		tive Analysis							by you can develop a company	
On this worksh and indirect on	reet, you will ident repetitors' strengt	By and research yo his and weaknesse	s to compatitions to a to compare to y	our	ess pen	ioa	r da	rect	ter you can develop a competitive advantage over your competition using the you discovered when you did your research and analysis.	
Factor	Me	Competitor 1	Competitor 2	in	nıq	a10	a F	Rate		
Products	Strong / Weak	Strong / Weak	Strong / Weak		1 2	3	4	5		
Price	Strong / Weak	Strong / Weak	Strong / Weak		1 2	3	4	5		
Quality	Strong / Weak	Strong / Weak	Strong / Weak		12	3	4	5		
Selection	Strong / Weak	Strong / Weak	Storg / Weak		1.2	3	4	6		
Service	Strong / Weak	Strong / Weak	Strong / Weak		1.2	3	4	5		
Reliability	Strong / Weak	Strong / Weak	Strong / Weak		1 2	3	4	5		
Stability	Strong / Weak	Strong / Weak	Strong / Weak		1 2	з	4	5		
Expertise	Strong / Weak	Strong / Weak	Strong / Weak		1 2	3	4	5		
Reputation	Strong / Weak	Strong / Weak	Strong / Weak		1 2	3	4	5		
Location	Strong / Weak	Strong / Weak	Stong / Week		1.2	з	4	5		
Acovariance	Strong / Week	Strong / Weak	Strong / Week		1.2	3	4	5		
Sale Method	Strong / Weak	Strang / Week	Strong / Weak		1.2	3	ł	5		
Credit Policy	Strong / Weak	Strang / Weak	Store / Weak		1.2	÷	i			
Advertising	Strong / Weak	Strong / Weak	Strong / Weak							
Images	Strong / Weak	Strang / Weak	Stong / Weak							
and face	Strong / Weak	Strong / Weak	Storg/Weak		12					
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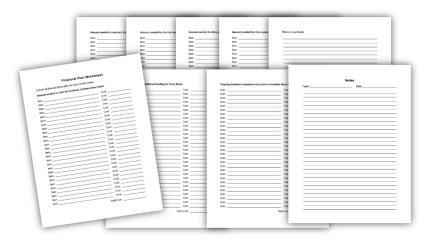
Management Team Worksheet

Building a profitable business may require you recruit and train team members. Use this worksheet to provide you with pertinent, concise background information on all key players involved in your business.

Provide pertinent, concise backg business.	ound information on all key players involved in the	
	Team	
Name:		
Business/Job Info		
Profession	Specialty:	
Website:		
Referred by:	Date	
Rating: Name	Rating	
Name	Rating	
Name	Rating	
Name	Rating	
Name	Rating	
Skiller		
Interests:		

Financial Plan Worksheet

Use the following Worksheet to help you organize and keep track of all the financial needs that may come with starting a business.



Projected Income Worksheet

Use this worksheet to keep track of your costs and profit in your business.



As you can see, everything included in this month's templates/worksheets will help you stay on track when planning your business.