

THE EASIEST BUSINESS PLAN EVER



GILLIAN PERKINS

BUSINESS SUCCESS PLAN

BY GILLIAN PERKINS

1 | Overview

Business Name:

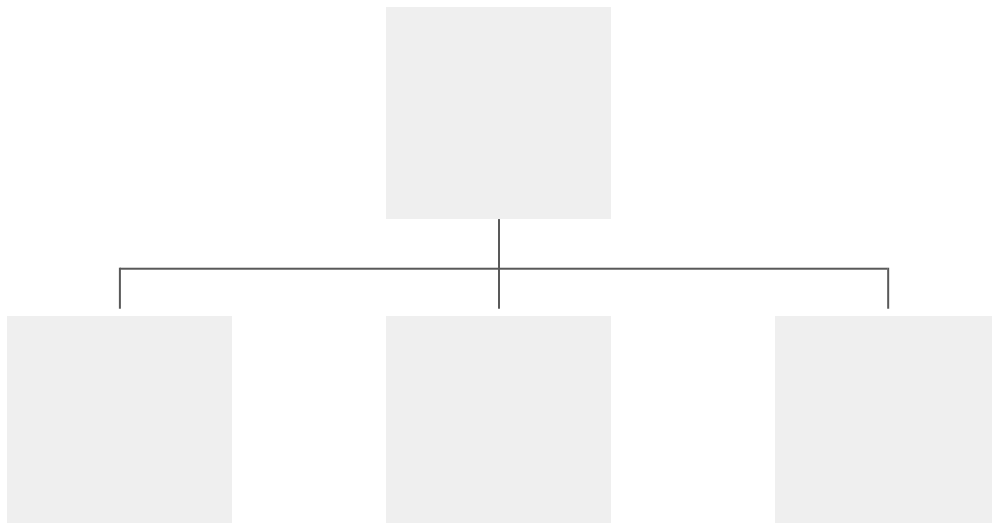
Location:

Legal Business Structure:

Brief description of what your company does:

Mission:

Chart of Accountability



BUSINESS SUCCESS PLAN

2 | Message

What problem does your company solve for your customers?

What result does your company create for your customers?

How does your company create that result?

Who does your company serve?

Why do you do what you do?

Why should customers choose you over your competition?

Your proprietary system:

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3 | Marketing

Target market demographics:

Target market psychographics:

Estimated size of target market:

Where can target market be found?

Visibility (brand awareness) strategy:

Lead generation strategy:

Conversion strategy:

BUSINESS SUCCESS PLAN

4 | Products

Primary Product:

Result:

Impact:

Product:

Result:

Impact:

Product:

Result:

Impact:

BUSINESS SUCCESS PLAN

4 | Products (continued)

Product:

Result:

Impact:

Product:

Result:

Impact:

Product:

Result:

Impact:

BUSINESS SUCCESS PLAN

5 | Production & Delivery

Production System:

Delivery System:

BUSINESS SUCCESS PLAN

6 | Goals

One Year Goals

Revenue:

Profit:

Sales:

Impact:

Development:

Five Year Goals

Revenue:

Profit:

Sales:

Impact:

Development: