

GILLIAN PERKINS

# the easiest business plan ever



# business success plan

## 1 | Overview

Business Name:

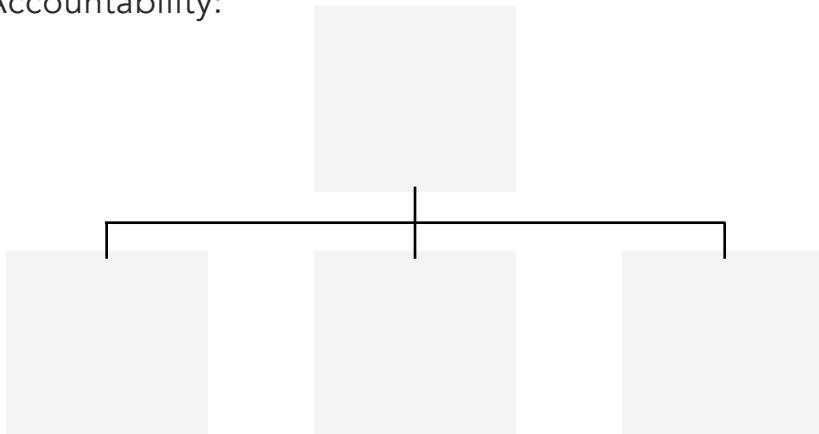
Location:

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:

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## 4 | Products

Primary Product:

Result:

Impact:

Primary Product:

Result:

Impact:

Primary Product:

Result:

Impact:

# business success plan

Primary Product:

Result:

Impact:

Primary Product:

Result:

Impact:

Primary Product:

Result:

Impact:

# business **success** plan

## 5 | Production & Delivery

Production System:

Delivery System:

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## 6 | Goals

### One Year Goals

Revenue:

Profit:

Sales:

Impact:

Development:

### Five Year Goals

Revenue:

Profit:

Sales:

Impact:

Development:



## TAKE ACTION, CREATE RESULTS.

If you're trying to build an online business but feel overwhelmed by too much to do and too much (often conflicting) information, then consider joining Startup Society, our business training program for digital entrepreneurs.

Startup Society is the only training program that offers a **proven framework** for building your online brand and business + provides clear **action steps** to keep you focused and ensure you create visible results.

(What kind of results? We're talking measurable growth in your audience, income, and impact... each and every month.)

If you're ready to take your business to the next level and turn it into your full-time thing, then Startup Society is the program for you.

Learn more and become a member at

[STARTUPSOCIETY.COM](http://STARTUPSOCIETY.COM)

