

BUSINESS STARTER PACK



Business Name

[illegible]

Core Concept

WHAT PRODUCT OR SERVICE ARE YOU OFFERING?

WHO IS YOUR IDEAL CLIENT?

WHERE AND HOW CAN YOU REACH YOUR IDEAL CLIENTS?

Write down the marketing channels you will focus on first (free content, fb ads, etc).

Value Proposition

WHY SHOULD CUSTOMERS BUY FROM YOU?

HOW IS YOUR PRODUCT/ SERVICE BETTER THAN COMPETITION?

WHAT ARE THE PROBLEMS YOU ARE SOLVING?

Do you help your customers save money? Be more productive? Or even build their business?

WHAT ARE THE MAIN PAIN POINTS YOU ARE SOLVING?

1-3 sentences you would use in a facebook ad - make sure these are specific and clear to your customers

Target Audience

SHEET 1 OF 2

CUSTOMER AGE:

WHERE DO THEY LIVE:

**WHAT PLATFORMS DO
THEY USE:**

**WHAT WEBSITES DO
THEY VISIT?**

**WHAT KIND OF STYLE
DO THEY LIKE:**

Are they conservative or hippie?

**WHAT KIND OF BUSINESSES
DO THEY BUY FROM?**

ex. female owned small businesses -
why do they buy from there?

**WHAT KIND OF MEDIA
DO THEY CONSUME?**

ex. funny memes or scroll at
inspirational instagram posts etc

Target Audience

SHEET 2 OF 2

FAMILY STATUS:

WHAT ARE THEIR HOBBIES:

WHAT DO THEY TALK ABOUT:

WHAT ARE THEIR MAIN CONCERNS?

ex. financial stability or being overweight - think about how your product/service solves their problems

WHAT ARE THEIR GOALS/ASPIRATIONS IN LIFE?

ex. earn 5k/month or losing 20 pounds - again think about how your product/service can help them accomplish their goals

Brand Voice

Brand Voice is how you determine the way you speak to your potential customers in your messaging (social media channels, websites, emails, etc). Identifying your voice helps you to connect with your audience and makes you more trustworthy.

Below you can select a few words (and add your own) that will help determine your brand voice. For example, think if your brand is conveying confidence and authority or being simple and casual? Is it funny and humorous or serious?

BRAND CHARACTER:

ex. Playful, Optimistic, Creative

BRAND LANGUAGE:

ex. Casual - Conversational / Funny,
Formal / Professional

BRAND TONE:

Funny	Neutral	Serious
Enthusiastic	Neutral	Straight Forward
Casual	Neutral	Formal
Friendly	Neutral	Coarse

Business Overview

SHEET 1 OF 2

BUSINESS NAME:

BRIEF DESCRIPTION:

THE BUSINESS WILL SELL:

☐

Physical product

☐

Digital product

☐

Physical service

☐

Digital service

THE BUSINESS WILL SELL:

☐

To an end consumer

☐

To another business

THE SCOPE OF THE BUSINESS IS:

☐

Primarily local

☐

Mostly international

WHERE YOUR BUSINESS IS LOCATED:

☐

Storefront

☐

Website

☐

Home

Business Overview

SHEET 2 OF 2

CONTACT DETAILS:

MAIN SERVICE/PRODUCT:

MAIN BUSINESS GOAL:

Both what you want to achieve and what you want the customers to get out of your product/service

BUSINESS TEAM:

Who do you need to hire - what kind of help you will need

STEPS TO GET STARTED:

What do you need to do and focus on first to get things moving - what do you need to do to get your first customer

Strategy Overview

CONTACT DETAILS:

MAIN SERVICE/PRODUCT:

HOW DO YOU REACH YOUR CLIENTS:

How will people know about what you do and how will you help them?

YOUR CORE PRODUCT/SERVICE:

What is the main product/service you will offer and what problem will it solve for the customers?

WHAT MESSAGE DO YOU WANT TO CONVEY:

What makes you and your product/service different - think of this as your brand story. Ex. you wanted to start a business but you couldn't get help to get started at a reasonable price so you started helping people start their business (that's what I'm doing)

Mission Statement

Mission statement describes why your business exists, why are you offering what you offer and how it helps solve your customers' problems.

Vision Statement

Vision statement describes where you want to go with your business - how many employees you want in your business, your financial goals, the impact you want your business to create (what you have to do to and how much you have to sell to get there)

Business Plan

Problem

Your Solution

Key Metrics

Unique Value Proposition

Unfair Advantage

Selling/Marketing Channels

Customer Segments

Cost Structure

Revenue Streams

Business Model

Key Objectives
(top goals and how they will be measured)

Key Activities
(What will you do?)

Key Resources
(What do you need to run the business?)

Unique Selling Point
(Characteristics that differentiate your offer)

Customer Targets
(Who will you help?)

Customer Challenges
(What will you help with?)

Customer Relationships
(How and where will you interact?)

Your pricing
(What will your offer cost?)

Investments Required
(Costs to make your offer successful)

Go to Market

SHEET 1 OF 2



Use this exercise to define various aspects of your business to get more clarity and know what to prioritize. Use the next page if you need extra space to fill out the business information.

Go to Market

SHEET 2 OF 2

WHAT?

WHO?

WHEN?

WHY?

HOW?

WHERE?

Strategic Placement



Define where your product will fit in the marketplace - is it more affordable or high priced, is it higher quality or lower quality compared to your competitors.
Feel free to change the axis titles to something else

S.W.O.T Analysis

Strengths:	Weaknesses:
Opportunities:	Threats:

Define your business idea's strengths, weaknesses, opportunities and threats

A.I.D.A Model

Awareness

How will people get to know about your product/service?

Interest

How will you get potential clients interested in trying your product/service?

Desire

How will you get potential clients to want to try your product/service??

Action

How will you get potential clients to commit and purchase or try out your product/service?

Competitor Analysis

SHEET 1 OF 4

YOUR TOP 3 COMPETITORS	WHAT THEY ARE OFFERING

WHAT ARE THEIR STRENGTHS AND WEAKNESSES?	
Strengths:	Weaknesses:

HOW ARE THEY REACHING THEIR CUSTOMERS?

WHAT IS YOUR COMPETITOR PRICING?

Competitor Analysis

SHEET 2 OF 4

When researching your competitors, try to deconstruct what they offer, what do they charge, how do they market and interact with their clients.

Below are 4 important aspects to analyze in your competition:

1. Reaching Customers

What kind of channels are your competitors using to reach new customers? Are they selling on some large platform (Amazon, eBay, etc.) that gets organic traffic, or are they actively using social media (Youtube, Instagram, etc) to put out new valuable content and using upsells? If they have a website, write down what you like and what could be done better.

2. Marketing

How are your competitors marketing their products? For example, are they actively putting out new content (social media, blog, Youtube, etc) that gets them attention, or are they using paid ads? Take a look at the kind of ads and content they put out and how it is performing (getting likes, views, shares)

3. Value Proposition

What are they offering their clients? How are they solving the same problem you are solving (think about how you could do it better). What makes them different from you and how could you do it better?

4. Pricing

How much do your competitors charge for their product/service? Think about how you can provide even more value for the same price? Could you even ask a premium price if your product/service offered a better solution to the problem?

Other Notes:

Competitor Analysis

SHEET 3 OF 4

COMPETITOR NAME:

HOW ARE THEY REACHING THEIR CUSTOMERS?

HOW ARE THEY MARKETING?

WHAT PROBLEM DO THEY SOLVE FOR THEIR CLIENTS?

HOW ARE THEY PRICING THEIR PRODUCT/SERVICE?

Competitor Analysis

SHEET 4 OF 4

COMPETITOR NAME:

WHAT ARE THEY DOING WELL?

WHAT COULD YOU DO BETTER?

HOW CAN YOU DO BETTER?

Product/Service Research

PRODUCT/SERVICE NAME:

LIST OF FEATURES
CUSTOMERS WANT:

LIST OF FEATURES
COMPETITORS HAVE:

FEATURES COMPETITORS ARE
LACKING:

BRAND NEW FUTURE IDEAS:

LIST OF FEATURES FOR MY
PRODUCT/SERVICE

OTHER NOTES & IDEAS

Product/Services Offered

[illegible]

Product/Services Pricing

PRODUCT/SERVICE PRICING CALCULATOR:

Hourly Wage*	
Units Produced Per Hour**	

PRODUCT/SERVICE PRICING CALCULATOR:

Materials Cost Per Unit	
Packaging Cost Per Unit	
Other Costs Per Unit (electrical bills etc)	

TOTAL UNIT COST:
(ALL OF THE ABOVE COMBINED)

Product Markup (for 30% put 1.3)

TOTAL PRODUCT COST:
(TOTAL UNIT COST X MARKUP)

METHODS OF GETTING PAID:

<input type="checkbox"/> Paypal	<input type="checkbox"/> Cash
<input type="checkbox"/> Stripe	<input type="checkbox"/>

*The wage you will pay a contractor, employee or yourself

**Either items produced per hour or how many hours it will take to finish a service

Other Notes:

Where & How to Sell

WHERE TO SELL ONLINE:

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Amazon

☐

Ebay

☐

Etsy

☐

Facebook / Instagram

☐

E-commerce Website

☐

Pinterest

☐☐

PHYSICAL PLACES TO SELL:

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Retail Store

☐

Partner with a Store

☐

Pop Up Store

☐

Fairs/Conventions

☐

Physical Market

☐

Kiosk

☐☐

SELLING METHODS:

☐

Direct to Customer

☐

Dropshipping

☐

Partner with a Distributor

☐

Affiliate Marketing

Other Notes:

Marketing Plan

CHANNEL	MARKETING TACTICS	ONE TIME COST	MONTHLY COST
Paid Ads			
E-mail			
Social Media			
Content Marketing			
SEO			
	TOTAL COST:		

What is Required

[illegible]

Startup Costs

[illegible]

To-Do List

Date: _____

TASK:	DUE DATE:
<input type="checkbox"/> _____	_____
<input type="checkbox"/> _____	_____
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OTHER NOTES:
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Daily Planner

Date: _____

TO DO:

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PRIORITIES:

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APPOINTMENTS

OTHER NOTES:

Weekly Planner

Date: _____

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY & SUNDAY

OTHER NOTES:

Monthly Planner

Date:

WEEK 1

WEEK 2

WEEK 3

WEEK 4

Yearly Goals

Date: _____

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

Goal Setting

GOAL #1

Deadline:

Outcome I want to achieve:

Why is this important:

Steps I have to take:

GOAL #2

Deadline:

Outcome I want to achieve:

Why is this important:

Steps I have to take:

GOAL #3

Deadline:

Outcome I want to achieve:

Why is this important:

Steps I have to take:

Goal Setting

My Vision or Goal:

ex. build my dream business in the next one year

Steps to Take:

ex. create my brand

Financial Costs:

ex. hire freelancers

Actions to Take:

ex. get website done

Potential Problems:

ex. saturated marketplace, how do I differentiate?

Progress Tracker:

what have I done already to achieve my goal?

Goal Planner

THE GOAL

THE STRATEGY

STEPS TO TAKE:

- ---
- ---
- ---
- ---
- ---
- ---
- ---
- ---

NOTES:

Checklist

1.

2.

3.

4.

5.

6.

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10.

11.

12.

13.

14.

15.

Other:

Notes