

Business Plan Outline

Executive Summary

- Mission
- Vision
- Values
- Company description
- Value proposition
- Future of the company

Revenue

- Recap of previous year's revenue
- Current/upcoming year's revenue projections & goals
- Revenue streams

Market Analysis

- Industry outlook
- Target audience
- Ideal client profile (ICP)
- Trends & themes
- Competitors
- Competitive advantages

SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats



Business Plan Outline

Marketing Plan of Action

- Possibilities include...
- Events
- Webinars
- Social media
- Facebook group
- SEO
- Facebook advertising
- Awards
- Email marketing funnels

Sales Plan

- Grow current clients
- Grow new business
- The sales cycle
- Software
- Training
- Daily, weekly, monthly actions
- Qualifying leads
- Proposals

Daily / weekly schedule and annual calendar

Key partnerships

Key resources

Plan B

