



5-MINUTE BUSINESS PLAN

Fill in the blanks/complete the sentences on this page to create a high-level business plan you can use right away.

1. The Big Picture/The Executive Summary

This identifies what we actually do and for whom.

We sell/provide _____
to people who _____

2. Making Life Better/Business Operations

In business we generally focus on filling a need, solving a problem, or improving someone's life somehow.

We are helping _____

We are increasing _____

We are reducing or getting rid of _____

3. Profits/Financials

To be successful in business we have to make a profit. Making a profit means revenues are greater than expenses.

I charge _____

To get paid I _____

I can also earn money if I _____

4. Almost Famous/Marketing

People need to know about us and our products or services.

Customers learn about us through _____

Our social media plan includes _____

We manage referrals by _____

5. Climbing the Mountain/Management

You cannot do everything by ourselves. Outsource tasks or projects that can be accomplished easily by someone else.

I like doing _____

I'll get help with _____

6. Top of the World/Success

Know when we achieve goals. Celebrate milestones and accomplishments.

I'll know I'm successful when I have _____ (#)
customers, or sell _____ (#) **products, or make**
\$ _____ **income.**