

Must Have Essentials of Your Business Plan

There are things that EVERY business needs. It doesn't matter what industry you are in, or where you are at on your journey, if you can't clearly answer the questions below with certainty it's the first sign your business isn't set up for success -yet!

HAVING A CLEAR VISION

- What is the vision for your business?
- What thoughts, actions, and behaviors are you embodying that is creating success?
- What are you saying to yourself every day?
- Do you know how you will execute your vision effectively?

VALUE PROPOSITION

- What are your customer's problems you need to solve?
- What value do you deliver to your customer?
- What are your customer's needs and desires?
- How will you achieve it?

KEY PARTNERS

- Do you know who you can partner with for greater success?
- Do you know how to approach these people?
- What are the resources needed from the key partners?
- What activities do they perform?

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CUSTOMER SEGMENTS

- How many groups do you currently have that you are communicating with?
- What message are you communicating to them and is it effective for the results you desire?

CHANNELS

- What channels are you currently using to communicate with your customers?
- Are these the best channels?
- Are they effective for time management and organization?

REVENUE STREAMS

- What value do you give your customers that they will willingly pay for?
- How much does each revenue stream contribute to the overall percentages of your total sales?
- Are you charging enough?

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KEY ACTIVITIES

- What are the key activities needed to generate revenue?
- How are you distributing your products to your customer segments?
- Is this the best strategy?

COST STRUCTURE

- What are the most important costs in your business?
- What are the most expensive resources & activities to run your business?
- What will it cost to grow the business to where you want it to be?

I'll level with you. 100% of the women I work with cannot confidently answer these questions. I tell them all the same thing, don't worry, I couldn't when I first started either.

The thing is, will you spend years figuring out the answers to these questions, OR will you get the structure of the business set up from the beginning to create success?

Join my 9 -part business strategy program where TOGETHER we get clear on how you will build the business of your dreams!