

BUSINESS PLAN BLUEPRINT:

10 ESSENTIAL QUESTIONS FOR BUILDING A BUSINESS

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#1: WHY DOES YOUR BUSINESS MATTER?

Define your mission, vision,
and values.

MISSION

“We exist to...”



...organize the world's information
and make it universally accessible
and useful.



...unlock and amplify each human's
inherent power to live their best life.

VISION

“We envision a world...”



One day, all children in this nation
will have the opportunity to attain
an excellent education.



Become the company most known
for changing the worldwide poor-
quality image of Japanese products.

VALUES

“We value / believe...”

What are the core values
and beliefs that drive your
decision-making and
culture?

AT  WE VALUE:

HUMILITY

What don't I know?

KINDNESS

How do I impact others?

CURIOSITY

What can I learn today?

AUTHENTICITY

Who do I want to be today?

CREATIVITY

What is another approach?

INTEGRITY

What am I committed to?

PERSONAL POWER

How BIG can I be today?

GRATITUDE

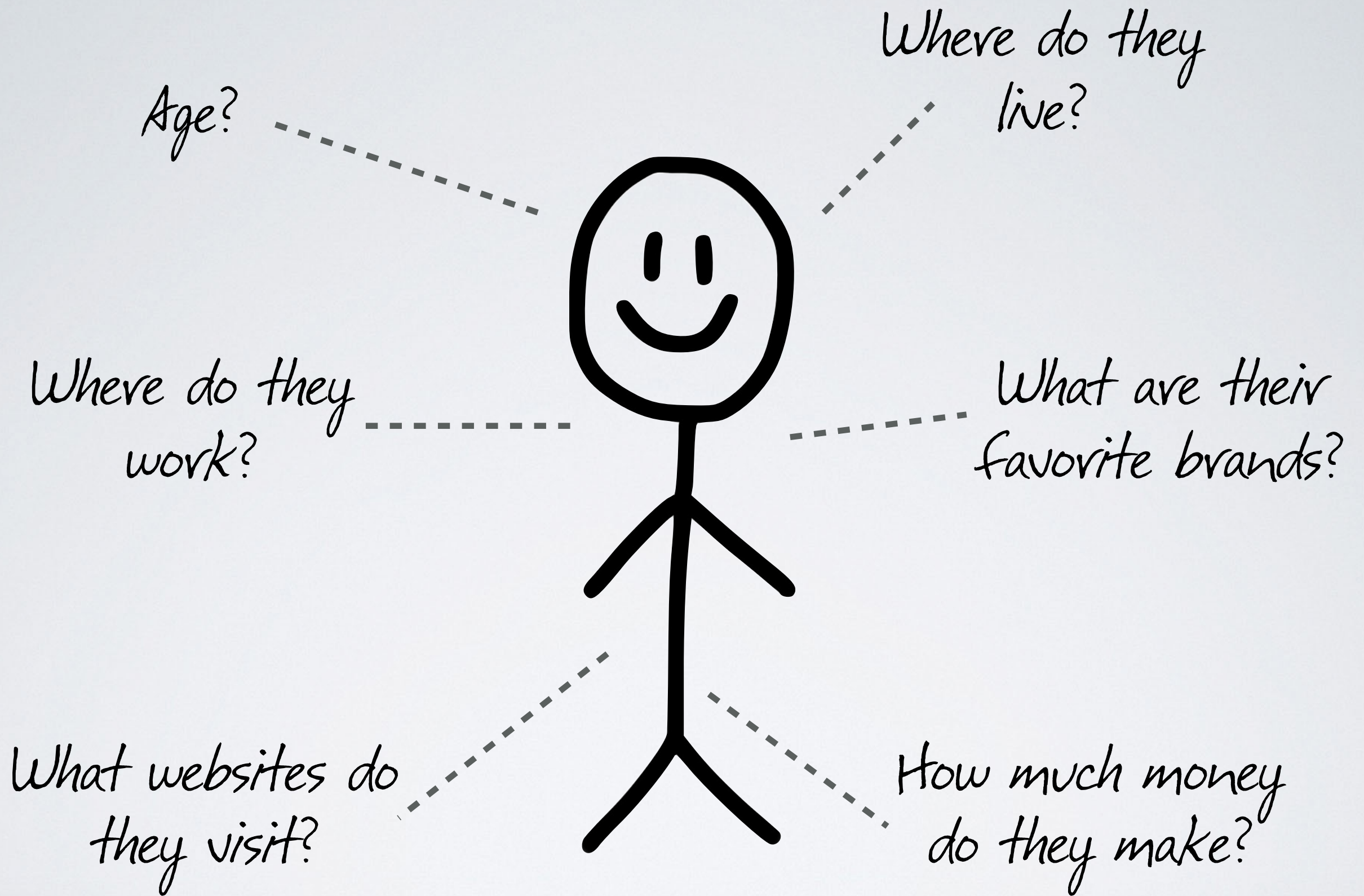
What am I most grateful for?

PLAY

How do I create fun?

#2: WHO IS YOUR CUSTOMER AND WHAT IS THEIR PROBLEM?

Create your ideal
customer avatar.



#3: WHAT IS YOUR COMPANY'S SOLUTION?

Define your product(s) or service(s) in terms of benefits.

Create Value for Your Product

Product	Features	Benefits
A 30-Day Trial Membership	<ul style="list-style-type: none">• 8 Group Classes• 4 Semi-Private Training Sessions• 1-Hour Private Consultation• 3-Class Ninja Baptism Series	<ul style="list-style-type: none">• Develop impressive fitness and nutrition knowledge that helps you get results• Embrace (and be embraced by) an inclusive and supportive community• Ignite a passion in yourself to get 1% better every day

#4: WHAT IS YOUR CURRENT POSITION IN THE ENVIRONMENT?

Identify your company's strengths, weakness, opportunities, threats.

S.W.O.T. Analysis



#5: WHAT MAKES YOUR COMPANY UNIQUE?

Clearly state your Unique Value
Proposition (UVP).

UVP Examples...



“Simplifying the business of life.”



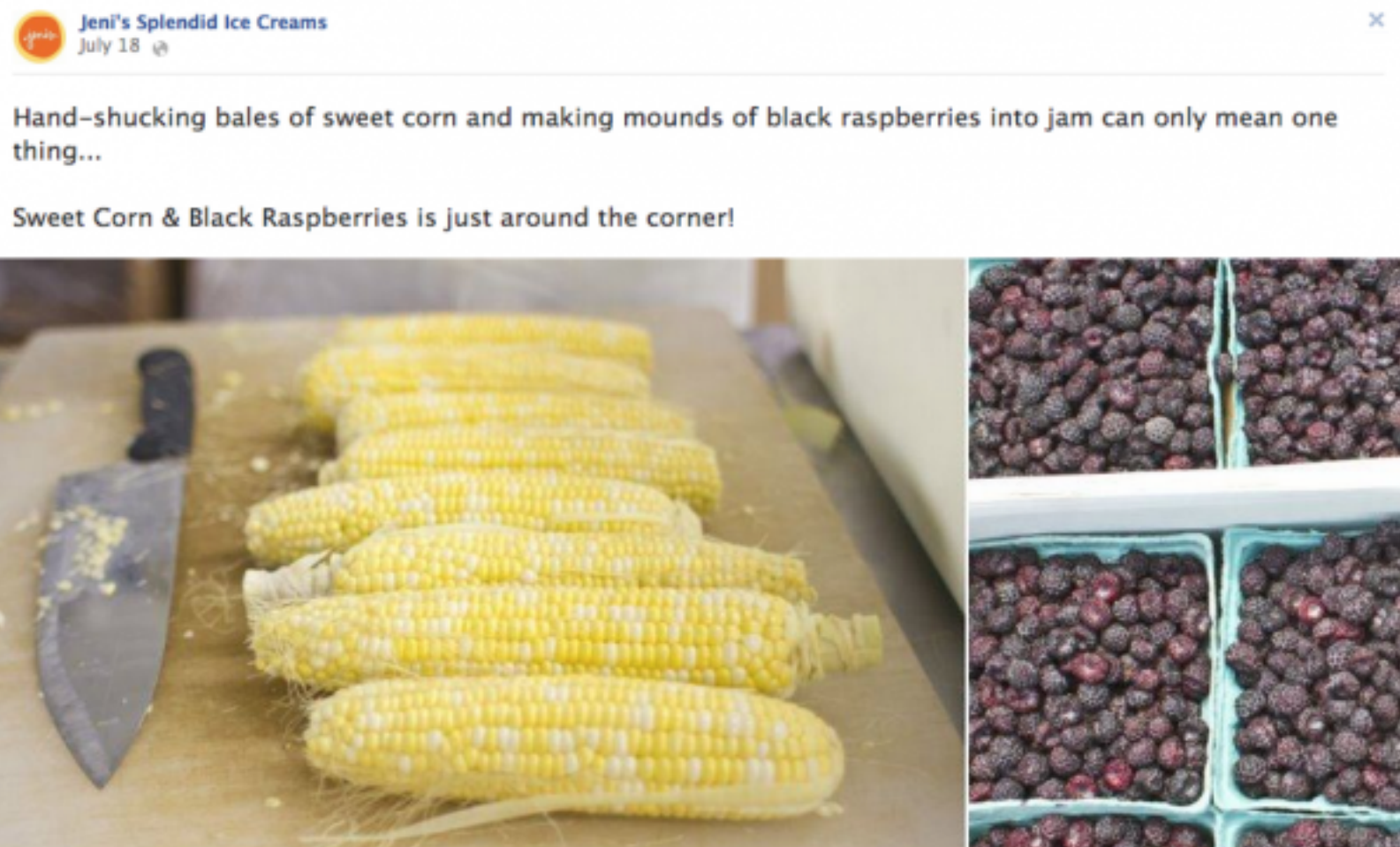
“You’ve never been so easily entertained.”



“Ridiculous Humans. Serious Fitness.”

#6: WHY SHOULD PEOPLE LISTEN TO YOU?

Explore your authentic
marketing voice.



#7: HOW DO YOU MAKE MONEY?

Create a simple forecast
(1, 3, 5 yrs.) and monthly budget.

3-Year Forecast

	Year I	Assumptions	Year II	Assumptions	...
Revenue					
Sales	\$24,000	\$2k / mo	\$24,720	3% Increase	
Merchandise	\$12,000	100 units at \$10 / mo	\$18,000	150 units at \$10 / mo	
Interest	\$2,400	2.5% of Savings	\$3,200	2.5% of Savings	
Total Revenue	\$38,400		\$45,920		
Expenses					
Payroll	\$12,000	\$1k /mo	\$24,000	\$2K / mo	
Rent	\$6,000	\$500 / mo	\$6,480	8% Increase	
Tax	\$3,600	10% of gross sales	\$4,272	10% of gross sales	
Total Expense	\$21,600		\$34,752		
Profit	\$16,800		\$11,168		

Monthly Budget

JANUARY	Budget	Actual	Variance
Revenue			
Sales	\$2,000	\$2,200	\$200
Merchandise	\$1,000	\$900	-\$100
Interest	\$200	\$180	-\$20
Total Revenue	\$3,200	\$3,280	\$80
Expenses			
Payroll	\$1,000	\$1,100	\$100
Rent	\$500	\$450	-\$50
Tax	\$300	\$300	\$0
Total Expense	\$1,800	\$1,850	\$50
Profit	\$1,400	\$1,430	\$30

#8: WHAT RESOURCES DO (WILL) YOU NEED?

Create a needs inventory.
(1, 3, 5 years)

Needs Inventory

Needs	Year I	Year II	Year II
Human Resources			
Website Design	X	X	X
Sales Associate (I)	X	X	X
Bookkeeper	X	X	X
Sale Associate (II)		X	X
Technology Resources			
Video Camera	X	X	X
Video Lighting			X
Laptop (I)	X	X	X
Laptop (II)		X	X

#9: HOW DO YOU KNOW WHEN YOU ARE EXCELLING?

Define your key metrics.

“Measure what you treasure.”

Key Metrics

Key Metrics	Jan.	Feb.	Mar.
Sales			
# of Full Price Sales	50	75	175
Avg. Amount of Full Price Sale	\$10	\$20	\$25
# of Discount Sales	20	25	20
Avg. Amount of Discount Sale	\$8	\$16	\$16
Marketing			
Facebook Likes	300	320	450
Monthly Facebook Engagement	600	750	1300
Twitter Followers	1000	1150	1200
Marketing \$ Spent	\$50	\$80	\$200

#10: HOW DO YOU GROW?

Identify the key strategies your business will use to scale.

Growth Strategy

Growth Barrier	Breakthrough Strategy
Finding and attracting sales talent	Create an internship and training program
Need for continuous software updates	Hire a freelance developer
Keeping a consistent service experience for all customers	Create a service manual for employees