

**Business plan template Year:**

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| **The goal at each stage of your plan (complete this section after you have filled in the rest)** |
| **Short-term plan (1 year)**  **Medium-term plan (3-5 years)**  **Long-term plan (5 years +)** |
| **Who and what do you want to be?** |
| **Elevator pitch**  **Details of future training courses you want to complete**  **Describe the basic product/service you are going to sell** |
| **Your clients** |
| **What are their typical profiles?** (Tip – is good to have several)  **Where are your clients based?**  **What prompts your clients to buy your product/service?** |
| **Your marketplace and competition** |
| **Draw up a table of competitors, note their product/service, price, strengths and weaknesses**  **Complete a SWOT analysis of your business** |
| **What do you have and what do you need** |
| **What contacts have you established to get your business known?**  **Do you need a mentor, coach or business adviser?**  **What else do you think you might need?** |
| **How much money do you need and how are you going to make it?** |
| **Calculate a survival budget – i.e work out the minimum amount you need.**  **Can you calculate/forecast your income for the coming year?** (Tip – do a high and low estimate) |
| **How much time do you have?** |
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| **When can you work on your business?** |
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| **Who is going to help you?** |
| **List people in your network** |
| **Risks and how to manage them** |
| **What are the current risks?** (e.g. if some freelance work falls by the wayside)  **What other income streams can you establish?** |
| **Making yourself visible: platform and marketing** |
| **What social media platforms are you on?** (Tip – make sure this does not take up all your time. I recommend choosing two and sticking to them).  **Do you have a website, can you create a blog or similar content, so that you are updating it regularly?**  **Anything else?** (e.g. networking, creating a newsletter/emailing list etc.) |
| **Having a back-up plan** |
| **Short-term back up plan, if your business does not perform as expected over the next six months, what would you do to improve sales?**  **Medium-term back up plan, if your business does not perform as expected within the year, what would you do to improve sales?**  **What plan B do you have if the business fails?** |