
mini business planner

YOUR QUICK-START BUSINESS PLANNING GUIDE

THE
HAPPY
SOLOPRENEUR™

welcome to the mini business planner

I am often asked if it's necessary to create a business plan before starting a business. My answer is a bit complicated. Certainly for many types of businesses, a business plan is a critical and essential tool. If you are looking for investors, or bank funding - or if you have a business with many complexities, creating a full business plan is absolutely crucial.

However for many small business owners - like service businesses, coaches, consultants, content creators or artists - a full business plan may not be imperative. What is necessary is a thoughtful, complete and concise documentation about the business that includes what the business is, who it targets and a realistic financial plan.

Creating a business plan can be time-consuming and cumbersome, but planning is still critical. I created this mini planner to help guide you through key questions that will help guide your decision making and offer clarity. It's a concise and covers the most critical elements of a business plan. Once completed, you'll have a foundation for building your business. One more thing - in order for this planner, to be useful. You will need to use, review and update regularly as your business grows and changes. Here's to your success!

Kia Dolby - The Happy Solopreneur



about the planner

What it is

The Mini Business Planner is a business planning tool designed to help you think through many aspects of your business. This tool can also be used to help you compile essential information about your business that you can later input into a formal business plan. It's also simple visual presentation you can use when talking to others about your business.

What it isn't

If you are seeking funding from a bank or investors, you will more than likely have to complete a traditional business plan. While you can use this document as a guide, you'll still want to add additional sections, and format per your funding institution's standards.

How it works.

The gray pages includes both notes and in some cases examples to guide you through completion. Update this document to make it your own! All pages may not apply to all businesses, and in some cases you may need to add or duplicate pages to fit your needs.



Business Overview

Business Name:

Mission Statement:

Service or Product offerings:



What you should include:

The **Mission Statement** is a one or two sentence overview of your business.

A Service or Product offering is a quick bullet list of your main products or service offerings.

Here's an example:

Mission statement:

Mica's Finances provides online resources for people interested in making better financial decisions.

Service offerings:

Mica's Finances blog provides books, courses, workshops and monthly coaching programs that teach people about making good financial choices.

**Why is this business important
and unique. What problem
do you help solve?**



What you should include:

Your problem/solution statement should speak to the unique problem your business solves.

Here's an example:

Many people are looking for ways to make better financial decisions but aren't sure what to do or where to start. Mica's Finances helps individuals make better financial decisions by offering online tools and resources for money management. Mica Anderson found herself \$75,000 in debt after a divorce. She educated herself and now shares her unique experiences with others.

Industry Overview

What is the current state of this industry? Is it growing, stable or declining?

What do you believe the future hold for this industry?



What you should include:

An industry analysis allows business owners and other individuals to assess the current business environment.

Here's an example:

Online based business which sells digital download services, online classes and occasional in-person events.

Customer profiles

Provide a brief description of the your target customers:

OVERALL CUSTOMER CHARACTERISTICS

Customer profile #1

Customer profile #2

Customer profile #3



What you should include:

Creating profiles and personas can help you precisely target your customers. When creating profiles, ask yourself the following questions: What are the needs of your potential customers? Are those needs being met? What are the key traits of your customers? Some things you may want to include are age, gender, geographic location, occupation, income level, brand affinities, and aspirations.

Here's an example:

Interested in financial freedom, making better decisions
Female
Age-20-35
Budget conscious
Enjoys self-paced learning
Internet savvy
Willing to invest in self
Looking to make lifestyle changes

Competitive comparison

Provide a brief description of the competition.

NAME	WHAT THEY DO	STRENGTHS/WEAKNESSES



What you should include:

Who are others in the same or similar businesses? What are their offerings? What makes them different? What are their strengths and weaknesses?

Here's an example:

Make money blog has similar product offerings to Mica's Money Blog, however it targets a slightly older demographic.

Strengths

Loyal community
Been in business over 10 years

Weaknesses:

Inconsistent updates
No support community once you purchase products.
Enjoys self-paced learning

Products and process

What are the products and services you offer?

If products, where do you get the products or how are they created?

What materials or resources are needed to create the product?

What are steps you take from beginning to end to service your products?

How will your products or services be distributed?

What other products will you launch in the future?



Branding

What are the characteristics you use to describe your business?

Based on your target customers and market, what type of imagery will you use?

What will your business cards and promotional materials look like?

What will your packaging look like? (attach samples)

How will you carry out your branding in your office space or retail location?



What you should include:

Branding can be described as the things that make your business unique. Branding may include visual branding, your logo, design a

Marketing and sales

What channels will use to market with customers and clients?
(social media, print, email, etc).

How will you communicate with customers or potential customers?

Who handles sales related activities?

What are your regular sales activities and actions ?



What you should include:

Startup costs are the things you need to have to get your business started, they may be equipment, accounting or legal fees.

Annual expenses are reoccurring yearly expenses like annual renewals and yearly consulting fees.

Monthly income & expenses

monthly income

Item	Amount
Total	\$

monthly expenses

Item	Amount
Total	\$



What you should include:

You should include an estimate of your anticipated income and expenses each month. If you are selling actual physical products, you need to think about your income as the cost generated by the actual product sales your expenses as all materials, labor, and costs that it takes to produce the product.

Annual overview

monthly income

Month	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Income												
Expenses												

annual profit/loss

Item	Amount
Income	
-Expenses	
Profit/Loss	

Every Year I would like to make
\$ _____

That means...every month I would need to make
\$ _____

What you should include:

This worksheet serves as a great sanity check of your financial plan. You can use it to estimate what you want to make each year, and create your monthly projections based off of that number.

If seasonality affects your business think about how that may affect your income. For instance summers may be slow but December may be super busy.

Don't forget you will have to pay various taxes based on your business income. Consult with your accountant for the best way to calculate those.

Goals and plans for growth

YEAR 1	YEAR 2	YEAR 3



What you should include:

The purpose of this slide is to give an overview of the business and plans for growth. For instance, you may want to initially launch with a few products, but in year three you add additional product categories. Or, you may want to add additional staff or multiple locations over time. You can also outline plans for financial growth here.

