

Business Plan

ALL ON ONE PAGE

On this page you'll find space to fill in the key elements of your business for the forthcoming year. Having a good understanding of each of these will help you to make 2020, your best year yet.

YOUR NICHE

What problem do you solve + who do you solve it for?

CONNECTION

How do you plan to interact with your audience in 2020? Which channels with you connect on and how will you reach them?

WORD OR THEME

What is your word/theme for the year?

MENTORS / RESOURCES

Name 3-5 people or resources you'll use this year to grow your business?

KEY ACTIVITIES

What are the day to day activities you need to focus on to achieve your goals this year? (e.g. content creation, outreach, product creation)

3 STRATEGIC PRIORITIES

For example: Sales, Audience Growth, Content Creation, Outreach or Marketing.

FINANCIAL GOALS

how much monthly income do you need and what annual goal does that give you?

TOP 3 GOALS

Given all the goals you could achieve this year, which are the 3 most important?

PRODUCTS + SERVICES

What are you selling and how many of each do you need to sell to hit your financial goals?

Want a more detailed plan for your business than this? Be sure to check out my full Business Planner + Blueprint over at carolineleon.com/business-planner and if you need support to complete this one page plan, contact me at caroline@carolineleon.com