

SIMPLE BUSINESS PLAN

ONLINE
BUSINESS
STARTUP
WITH LIZ WATT

play sheet



01 | Business Model

What does your business do?

02 | Business Brand

List 3-5 things that describe what you and your business stand for.

03 | Audience

Who is your ideal client or customer?

04 | Product

What do you sell? Circle the relevant products.

Physical Goods	Services	Digital Goods
Your own products Someone else's products Dropshipping Affiliate products Other _____	Coaching Consulting Freelancing Other _____	Online courses eBooks Membership site Other _____

05 | Pricing

What is your target monthly gross income?	[A] \$ _____ Gross
What is your target monthly profit? (aim for 30% of Item Sale Price for physical goods and services, more for digital)	[B] \$ _____ Profit _____ % of Gross
What is your average profit per item?	[C] Item Sale Price \$ _____ [D] Item Profit \$ _____
How many items will you have to sell per month to reach your target monthly gross income?	[E] _____ [A / C]
If you convert 2% of leads each month, how many new email subscribers do you need on your list each month to meet your quota?	[F] _____ [E x 50]

06 | Marketing

How will you communicate with your audience? Circle one from each column.

Primary Platform	Long Form Content	Giveaways - What will you offer visitors?	Social Media
Website Etsy eBay Facebook page Other _____	Blog Vlog Podcast	Free Courses eBooks Quizzes Templates Checklists Video Tutorials Webinar Other _____	Twitter Facebook Youtube Instagram Pinterest Periscope Other _____
How often will you create content?			

07 | Sales

How will you sell to your audience?

Low Value Product (under \$200) No customization	High Value Product (\$200+) No customization	Customized Product (Services)
Email Series	Webinar Video Series	Personal Sales Call