

The “Passion, Plan, Profit” Business Plan Template

Name of Business _____

Date _____

1. Purpose: Why you are in business

2. Vision: The destiny of your business (1-year and 3-year)

Total Revenue for the next 12 months _____

My taxable salary for the next 12 months _____

One-year vision:

Three-year vision:

3. Mission: Your service to the world (what you tell the world about what you do)

4. Values: Your moral compass

1.

2.

3.

4.

5.

5. Target Market: Your people and how to communicate to them

Target Client(s)	Where to find them	How to market to them	How frequently to market to them

6. Strategies: Your business compass

- 1.
- 2.
- 3.
- 4.
- 5.

7. Unique Selling Proposition: What makes you different from everyone else?

8. Strengths, Weaknesses, Opportunities, Threats: Your analysis from the inside out

Strengths:

- 1.
- 2.
- 3.
- 4.

Weaknesses:

- 1.
- 2.
- 3.
- 4.

Opportunities:

- 1.
- 2.
- 3.
- 4.

Threats:

- 1.
- 2.
- 3.
- 4.

9. The Numbers: Your income (see spreadsheet)

10. The Numbers; Your expenses (see spreadsheet)

11. The Numbers; What are your key measurements? (What numbers do you need to watch that will tell you how your business is doing?)

Key Measurement #1: Monthly revenue

Key Measurement #2: Monthly net profit

Key Measurement #3 _____

Key Measurement #4 _____

12. Goals and Plans: Your roadmap for the next twelve months

Goal 1: Sales revenue for the year: _____

Goal 2: Net profit for the year: _____

Goal 3: _____

Plan #1:

Plan #2:

Plan #3:

Plan #4:

Plan #5:

Goal 4: _____

Plan #1:

Plan #2:

Plan #3:

Plan #4:

Plan #5:

Goal 5: _____

Plan #1:

Plan #2:

Plan #3:

Plan #4:

Plan #5:

Goal 6: _____

Plan #1:

Plan #2:

Plan #3:

Plan #4:

Plan #5:

Goal 7: _____

Plan #1:

Plan #2:

Plan #3:

Plan #4:

Plan #5:

NOTES: