

(You Logo Here)

Your first step to creating a business that is planned and deliberate in how it operates. This may feel a little overwhelming, but remember, this is your business so there are NO wrong answers. My advice, sit down when you can focus and just go for it. If you get stuck, move on.. All of the italic writing is there as a guide, delete it out as you go and add your brilliant ideas, insight and concept in 😊

Mission

What is the overarching goal/ objective of your business? What impact do you want it to have on your customers... what will you be known for. Eg; "To provide ethically sourced drink bottles through great customer service, using sustainable packaging." OR "To be the best in the business at creating personalised events the exceptional attention to detail."

Service / Product outline

It sounds fancy but really what it means is, what services or goods do you provide/offer/sell and what percentage would you like them to make up in your business. For example, a florist might have 80% flower arrangements, 20% gifts and homewares. This is a current snapshot of where your business stands. Once you have been honest with yourself about the current structure – let's include what you might like it to look like in 12 months (this is going to also feed into some pretty epic goals setting!)

My market in a snapshot

This is a description of who the person is you are selling to, things to consider when building this person:

Gender (perhaps not relevant)

Interests

Age range

Disposable income (if relevant)

Where they live

You can write down your thoughts in fluid sentences to describe this person OR make it dot points, whatever works for you. Try and be descriptive and detailed in your analysis of the person who is most likely to engage in your business.

Unique Selling Point

What makes your business stand out from the crowd. Your product may be a completely new and different product or service never seen in the market OR it may be exactly the same as everything else on the market. What might make you different as a business is your approach, the customer service, the way you communicate to your customer or the product or service itself. Be brave and bold here and give yourself a paragraph that puts the wind in your sails – don't over think it.

