

Business Battle Plan

What type of business are you starting with?

- ☐ B2B (Business to Business)
- ☐ B2C (Business to Consumer)

What niche is your business in? (Try to list at least 3 variations. **Be as specific as possible**):

What services are you providing? What are you selling? (If multiple, list them all)

- ☐ **Product**
- ☐ **Service**

List your product or service here:

Who are you selling to? Who is your audience?

1. **Age:**
2. **Gender:**
3. **Location:**
4. **Interests:**

Describe your customer in as much detail as you can.

List a description of a “**perfect customer**”.

Don't be afraid to even come up with a name!

(Example: John. 30 years old. Loves to fish. Has been searching for a new fishing rod. Has old-fashioned spending habits. Likes to spend time considering a product before buying. Not looking to spend a lot of time listening to sales videos. Loves watching pro fishing. Wants to feel he spent his money wisely, spends time following fishing forums online and fishing-related social media like Instagram etc.)

Who is your customer:

Now ask yourself, where are these people online? What websites, social media platforms, forums, etc:

Speaking of your product or service, what are some **selling points**?

What would make people want to buy? What would make them want to give you their hard-earned money in exchange? **Try to list as many selling points as possible:**

How will you **create your product**? Will you outsource from another business?

Create your own?

If you are doing a service, how will you **improve your skill set**?

Now let's create a timeline. When would you like to get up and running?

- ☐ 1 week
- ☐ 2 weeks
- ☐ 3 weeks
- ☐ 1 month
- ☐ 3 months
- ☐ 6 months
- ☐ Other

Other:

Let's talk about startup costs.

These are some ideas of what you'll need, their recommendation level, their rough prices.

Select what you'll need and calculate the cost at the end.

<input type="checkbox"/> Landing Page software	- Price ~ \$20/month (Strongly recommend)
<input type="checkbox"/> Email Marketing software/Autoresponder	- Price ~ \$50-100/month (Strong)
<input type="checkbox"/> Website Hosting	- Price ~ \$100/year (Strong)
<input type="checkbox"/> Social Media platforms	- Free (Medium)
<input type="checkbox"/> Social Media Automation	- Price ~ \$20-50/month (Low)
<input type="checkbox"/> YouTube equipment	- Price ~ \$250 (Strong)
<input type="checkbox"/> Basic YT ads	- Price ~ \$500 (Medium)
<input type="checkbox"/> General operating costs	- Price ~ \$500 (Medium)
<input type="checkbox"/> Bank account	- Price ~ \$100 (Strong)
<input type="checkbox"/> Business Filings/Incorporation	- Price ~\$250 (Strong)
<input type="checkbox"/> Product creation/sourcing (for selling ecom)	- Price ~\$500-\$1,000 (Strong)
<input type="checkbox"/> Misc.	- Price ~\$500 (Low)

Total Startup Costs:

Starting up your business.

Follow this checklist to see what you'll need to create to get your business online.

- 1. Website**
- 2. Social Media Platforms**
- 3. YouTube channel**
- 4. Marketing (autoresponder)**

What platforms will you use?

- ☐ **Just a website**
- ☐ **Website and social media**
- ☐ **YouTube, website and social media**

If starting a **YouTube channel**, what will your videos be about? Think about how you can build a following, build a relationship and ultimately bring people to your website:

What **social media** platforms will you use? (check all that apply)

- ☐ **Instagram**
- ☐ **Twitter**
- ☐ **FaceBook (Meta)**
- ☐ **YouTube**
- ☐ **Snapchat**
- ☐ **Other:**

What will you post on **social media**? How will you create customers for your business?
(Remember to focus on building value before selling and to link to your landing pages first to collect their lead information):

How will you host your website?

- ☐ Wordpress
 - ☐ Wix
 - ☐ Squarespace
 - ☐ Other:
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What pages will be on your website? (All options below are recommended)

- ☐ Products Page
- ☐ About Us (About Me)
- ☐ Contact
- ☐ FAQ (Frequently Asked Questions)
- ☐ Home Page
- ☐ Other Pages:

Testimonials

Business Name?

Logo?

- ☐ Yes
- ☐ No

If yes, how will your logo be created?

- ☐ **Fiverr (Recommended for beginners)**
 - ☐ **Professional Artist**
 - ☐ **Friend**
 - ☐ **Myself**
 - ☐ **Other:**
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