

Simple Business Plan Outline

Created by [Christine McIvor](#)

Your business plan needs to be a well thought out, honest, appraisal of your company and the opportunity.

This outline is meant to help guide you to starting your online business quickly and painfree.

Executive Summary

A. Mission statement – as briefly as possible describe what you do. This will become your moto.

ie. Mine is "I save my customer's up to 90% off their vacations!"

B. Company structure (sole proprietorship, general partnership, limited partnership, etc.)?

C. What is your primary focus the product or the opportunity?

D Who is your competition? What differentiates YOU from the competition?

E. Who are your customers?

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2. Marketing

Marketing is the most important part of your business plan! If you don't advertise how will your customer's know where to find you?

A. How will you primarily market your business? Online/Offline

B. How will you market your business? Internet, cold calling, warm market, etc.

C. What will you do differently than your competitors?

D. Why will you succeed? *Build your confidence*

E. How will you Promote Your Business? *ie. Banners, Articles, SEO*

Goals & Dreams

A. Create Your dreams list

- Create a list of at least 20 dreams you would like to fulfill
