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Generic Online Business Plan

Most people make the mistake of starting an online business without any preparation. This outline is designed to help you reach your goals with your business as quickly as possible.

Executive Summary

A. **Mission statement** – Briefly describe what you do. This will become your moto.

ie. Mine is "I save my customers 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 [company] from the competition?

E. Who are your **customers**?

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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?

BONUS: [Advertising Calculator](#)

BONUS: [Daily Schedule Template](#)

BONUS: [Lead Source Template](#)

A. How will you primarily market your business? (Online, Offline, Warm Market)

B. What is your advertising monthly budget?

C. How will you advertise your business? Choose only two methods to start with.

D. What will you do differently than your competitors?

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

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Goals & Dreams

A. Create Your dreams list

- Include your top 5 dreams that you created in your [5 Day Action Plan](#).

B. Establish Your Goals

- Include your top 5 business goals that you created in your [5 Day Action Plan](#)

C. Create Your Action Plan

- Focus on your top 5 business goals that you created in your [5 Day Action Plan](#)

D. Follow Through with a Daily Activities List

- Here is a [Daily Task Guide](#) template and a [Daily Schedule Template](#) that you may download.

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Overview of Startup, Annual & Monthly Fees

One-Time Cost	
Business Investment	
Business Cards	
Annual Fees	
Affiliate Fees	
GoDaddy Domain Name x 2	
Monthly Fees	
Website	
Aweber Autoresponder system	
GoDaddy Hosting (Multiple Domains)	
Recommended Advertising Costs	
Google Adwords	\$ 250.00
And then of course you have your fixed expenses such as phone and internet.	

Additional Resources

BONUS: [Advertising Calculator](#)
BONUS: [Lead Source Template](#)
BONUS: [Daily Schedule Template](#)

BONUS: [5 Day Action Plan](#)
BONUS: [Daily Task Guide](#)

“The future depends on what we do in the present.”
- Mahatma Gandhi