



Welcome to _____! Here is the plan...

(Your Business Name)

The Why | My story and why it is important:

- It's about you, and what is important to you and your business.
- Honest self-reflection with help from outside opinions.
- Dream BIG! If you don't you might not know what is possible.

The People | The team behind this venture:

- People are your most valuable asset and can make the biggest impact, both GOOD and BAD.
- Business is a loose collection of people (employees, customers, and vendors). Defining Roles = Must
- Manage the relationships with the people effectively will net the biggest rewards in your business.

The Goals | What we are going to do and the steps along the way:

- What dis-rails our journey is not being able to get out of the ruts and dips or everyday business life.
- Goals are the visualization of our why. The clear picture of achieving your vision of success.
- Milestones are the specifics of how you reach the goals on the path to success.

The Marketing | Connecting with the right people:

- Define your niche. What segment, specific area are you going to be the best in?
- Define your target customer and create a detailed persona. This drives where and what your message is.
- Set S M A R T goals for your marketing plan.

The Budget | Tracking the resource/Measuring success:

- Budgets are a measuring stick to make it easier to understand what is working and what is not.
- Budgets are not just to measure the money, they are also to measure time.
- The key is setting the method of tracking and reviewing.

The Operation | This is how we function from day to day:

(Add any specific details like how many items must be made a day to be profitable, what steps have to be followed for an order to be successful, what mistakes don't you NOT want to make ever again, and frame it in how it should be done, not how it should not be done.)

If you would like a more detailed Full Business Plan Template, check out the [OSG Membership](#) or [Contact Us](#).



@OurSuccessGroupPro

