

BUSINESS PLAN TEMPLATE

A business plan is foundational to the success of your business. This template is derived from the Victory Circles Traction Program, a 90-day step-by-step program designed to keep your business on track and in strategic action. There are seven segments to this template that will get you started...



OVERVIEW



Mission Statement/Vision

- What is the goal of your company – how will you make a difference?

History/Background

- Date of establishment, who are you and where have you been?

Legal Entity

- Sole proprietor, LLC, Partnership, S or C Corporation?

Objectives and Goals

- What are they short and long term over the next 12 to 24 months?

MANAGEMENT AND OPERATIONS PLAN



Management Teams

- Who is your Team including strengths and qualifications?

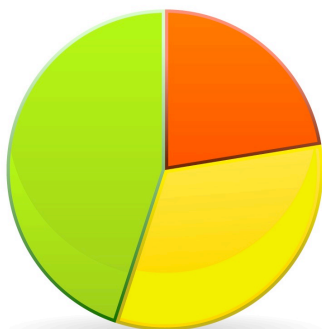
Production of Product/Service

- Systems and processes for production.

Distribution of Product/Service

- Systems and processes to consistently distribute quality.

MARKETING PLAN



Positioning/Messaging

- Who is your target market and how will they perceive you?

Pricing

- What will your price points be and what is your advantage?

Competitive Analysis

- Who is your competition and what are they up to?

Product Launches/Sequencing/Campaigns

- How will you get sizzle and excitement going?

Promotional Partnerships/Joint Venture Leverages

- Who will assist you in cost effective, high impact events?

SALES PLAN



Lead Generation Implementation

- How will you effectively convert your Marketing leads?

Sales Cycle

- Process and Systems from initial conversation to close.

Conversion Process

- How will you take from prospect to Customer/Client?

Customer Touch Points and Development

- How will you insure that you stay consistently in touch?

Customer Service Strategies

- Process and Systems to insure high quality service?

FINANCIAL PLAN



Profit Plan

- How will the financial numbers equate to profit?

Expenses

- What are the true fixed expenses of this business?

Cost of Goods

- How will you reach profitability?

Revenue

- What are your revenue groups moving forward?

Cash Flow/Funding Sources

- How will you keep money consistently flowing?

IMPLEMENTATION



Timelines

- When do you want to meet the goals and objectives?

Milestones

- What will happen when timelines are met?

Initiatives

- How will you make these things happen?

Action Calendar

- Month-by-Month, Quarter-by-Quarter mark the dates.



EXECUTIVE SUMMARY

A culmination summary of your business plan that outlines the highlights from each section (two sentences from each – max 2 pages)