



**SMALL
BUSINESS
OWNER**

Cobb County Public Library



BUSINESS PLAN WORKBOOK



PLAN IT. WRITE IT DOWN. GET IT DONE!



COBB CENTER FOR INNOVATION &

ENTREPRENEURSHIP

Business *Overview*

BUSINESS NAME:

BRIEF DESCRIPTION:

THE BUSINESS WILL SELL:

PHYSICAL PRODUCT

DIGITAL PRODUCT

PHYSICAL SERVICE

DIGITAL SERVICE

THE BUSINESS WILL SELL:

TO AN END CONSUMER

TO ANOTHER BUSINESS

THE SCOPE OF THE BUSINESS IS:

PRIMARILY LOCAL

MOSTLY INTERNATIONAL

WHERE IS YOUR BUSINESS LOCATED:

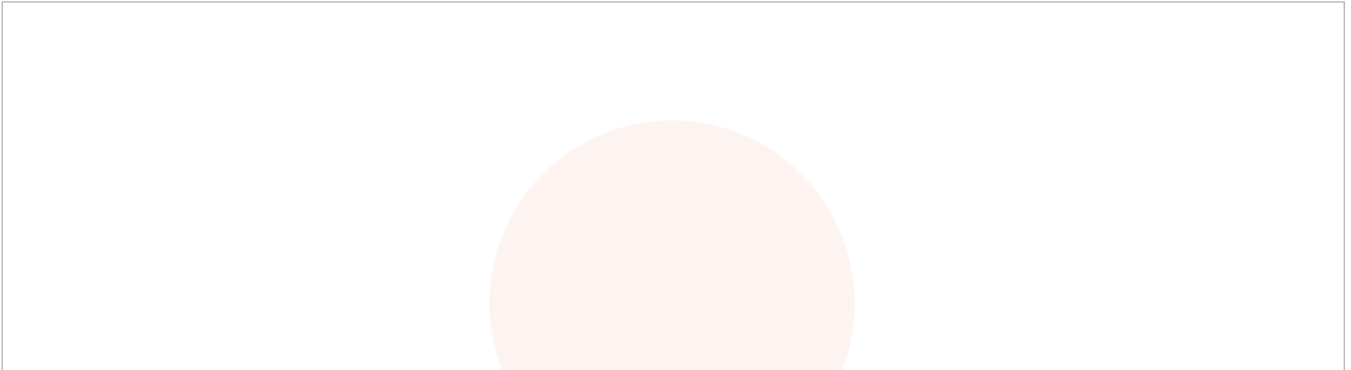
STOREFRONT

WEBSITE

HOME

Core *Concept*

WHAT PRODUCT OR SERVICE ARE YOU OFFERING?



WHO IS YOUR IDEAL CLIENT?



WHERE AND HOW CAN YOU REACH YOUR IDEAL CLIENTS?

WRITE DOWN THE MARKETING CHANNELS YOU WILL FOCUS ON FIRST (PAID ADS, FREE CONTENT ETC).



Competitor *Research*

WHO ARE YOUR
TOP (3) COMPETITORS?

WHAT ARE
THEY OFFERING?

WHAT ARE THEIR STRENGTHS AND WEAKNESSES?

STRENGTHS

WEAKNESSES

--	--

HOW ARE THEY REACHING THEIR CUSTOMER?

ARE THEY REACHING NEW CUSTOMERS THROUGH ADS, YOUTUBE CONTENT, BLOG POSTS ETC.
HOW DID YOU FIND OUT ABOUT THEM?

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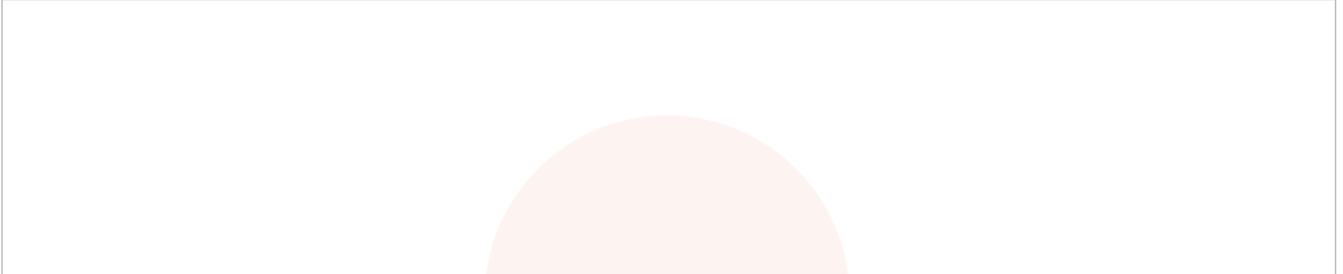
WHAT IS YOUR COMPETITOR PRICING?

THIS GIVES YOU AN IDEA HOW MUCH YOU CAN/SHOULD CHARGE.

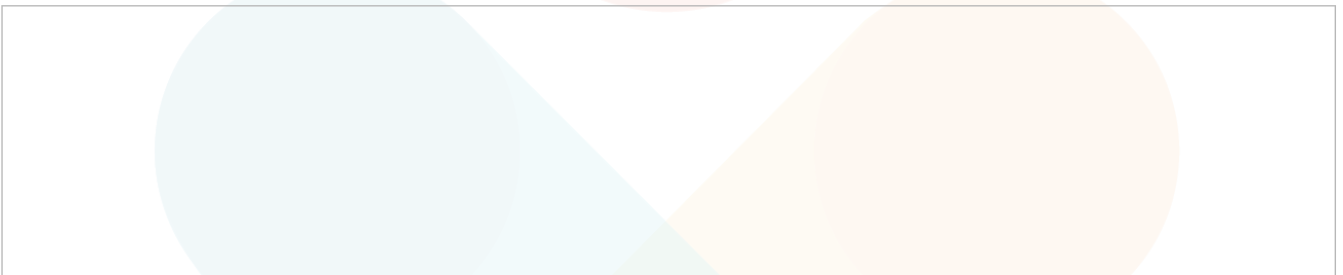
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Value Proposition

WHY WILL CUSTOMERS BUY FROM YOU?

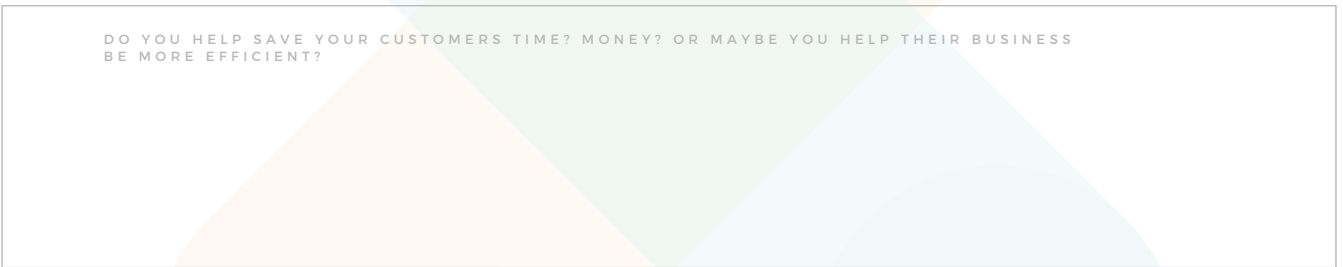


HOW IS YOUR PRODUCT/SERVICE BETTER THEN COMPETITION?



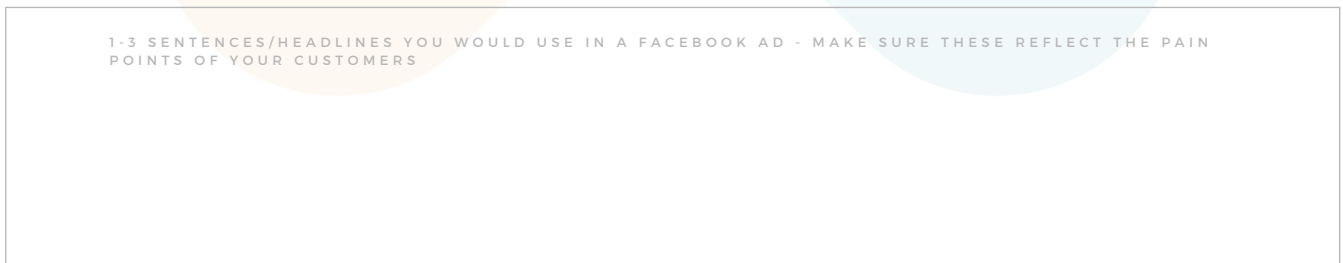
WHAT ARE THE MAIN POINTS YOU ARE SOLVING?

DO YOU HELP SAVE YOUR CUSTOMERS TIME? MONEY? OR MAYBE YOU HELP THEIR BUSINESS BE MORE EFFICIENT?



YOUR MAIN SELLING POINTS:

1-3 SENTENCES/HEADLINES YOU WOULD USE IN A FACEBOOK AD - MAKE SURE THESE REFLECT THE PAIN POINTS OF YOUR CUSTOMERS



Product/Service *Research*

PRODUCT/SERVICE NAME:

LIST OF FEATURES
CUSTOMERS WANT:

LIST OF FEATURES
COMPETITORS HAVE:

FEATURES COMPETITORS
ARE LACKING:

BRAND NEW
FEATURE IDEAS:

LIST OF FEATURES FOR
MY PRODUCT/SERVICE:

OTHER NOTES
& IDEAS:

Where & How to

Sell

WHERE TO SELL ONLINE:

<input type="checkbox"/>	ETSY	<input type="checkbox"/>	PRINT-ON-DEMAND
<input type="checkbox"/>	AMAZON	<input type="checkbox"/>	FACEBOOK MARKET
<input type="checkbox"/>	EBAY	<input type="checkbox"/>	E-COMMARCE WEBSITE
<input type="checkbox"/>		<input type="checkbox"/>	

PHYSICAL PLACES TO SELL:

<input type="checkbox"/>	RETAIL STORE	<input type="checkbox"/>	SELL OUT OF A CAR
<input type="checkbox"/>	POP-UP STORE	<input type="checkbox"/>	KIOSK
<input type="checkbox"/>	PHYSICAL MARKET	<input type="checkbox"/>	PARTNER WITH A STORE
<input type="checkbox"/>	SELL OUT OF HOME	<input type="checkbox"/>	FAIRS/CONVENTIONS

SELLING METHODS:

<input type="checkbox"/>	DIRECT TO CUSTOMER	<input type="checkbox"/>	SET UP AN AFFILIATE PROGRAM
<input type="checkbox"/>	PARTNER WITH A DISTRIBUTOR	<input type="checkbox"/>	DROP SHIPPING
<input type="checkbox"/>	PARTNER WITH A STORE	<input type="checkbox"/>	WHITE LABEL
<input type="checkbox"/>	PARTNER WITH A NON COMPETITOR	<input type="checkbox"/>	

OTHER NOTES:

What is *Required*

ITEM :	REQUIRED BEFORE OPENING?		OTHER NOTES :
WEBSITE	YES	NO	<hr/>
LOGO	YES	NO	<hr/>
RETAIL SPACE	YES	NO	<hr/>
INSURANCE	YES	NO	<hr/>
LICENSES	YES	NO	<hr/>
WAREHOUSE SPACE	YES	NO	<hr/>
SOCIAL MEDIA ACCOUNTS	YES	NO	<hr/>
PHONE NO.	YES	NO	<hr/>
CONTRACTORS.	YES	NO	<hr/>
	YES	NO	<hr/>
	YES	NO	<hr/>
	YES	NO	<hr/>
	YES	NO	<hr/>
	YES	NO	<hr/>
	YES	NO	<hr/>
	YES	NO	<hr/>
	YES	NO	<hr/>
	YES	NO	<hr/>
	YES	NO	<hr/>

Product/Service Pricing

PRODUCT/SERVICE PRICING CALCULATOR:

HOURLY WAGE*	
UNITS PRODUCED PER HOUR**	
TOTAL LABOR COST PER UNIT (HOURLY WAGE X UNITS PRODUCED)	
MATERIALS COST PER UNIT	
PACKAGING COST PER UNIT	
OTHER COSTS PER UNIT (ELECTRIC BILLS ETC.)	
TOTAL UNIT COST (ALL OF THE ABOVE COMBINED)	
PRODUCT MARKUP (FOR 30% PUT 1.3 ETC)	
TOTAL PRODUCT PRICE (TOTAL UNIT COST X MARKUP)	

METHODS OF GETTING PAID:

<input type="checkbox"/>	PAYPAL	<input type="checkbox"/>	CHECK
<input type="checkbox"/>	STRIPE	<input type="checkbox"/>	

* The wage you will pay a contractor/employee or yourself

** Either items produced per hour or how many hours it will take to finish a service

OTHER NOTES:

Products/Services

Offered

NAME OF PRODUCT/SERVICE:	PRICE:	OTHER NOTES:
WEBSITE DESIGN		
LOGO DESIGN		
DESIGN CONSULTING		
OTHER DESIGN SERVICES		

Startup *Costs*

ITEM:	COST:
WEBSITE DESIGN	_____
RAW MATERIALS INVENTORY	_____
PACKAGING	_____
LOGO DESIGN	_____
MARKETING BUDGET FOR 3 MONTHS	_____
WAREHOUSE SPACE	_____
MANUFACTURING	_____

Revenue *Estimates*

MONTH	EST. REVENUE	EXPENSES	PROFIT
JANUARY			
FEBRUARY			
MARCH			
APRIL			
MAY			
JUNE			
JULY			
AUGUST			
SEPTEMBER			
OCTOBER			
NOVEMBER			
DECEMBER			
TOTAL:			

Startup Checklist

GENERAL

SET UP WEBSITE

SET UP SOCIAL MEDIA

GET A LOGO DESIGN

SET UP SELLING PLATFORMS

INCORPORATE BUSINESS

SET UP E-MAIL

PRODUCT DEV.

GET MATERIALS

FINISH 10 FIRST PRODUCTS

SEND OUT FIRST SAMPLES

FINANCIAL

SET UP PAYMENT GATEWAYS

SET UP PAYPAL

HIRE ACCOUNTANT

SALES & MARKETING

REACH OUT TO INFLUENCERS

SET UP FIRST FACEBOOK ADS

CREATE A BLOG

OFFER A FREEBIE

SET UP E-MAIL SEQUENCE

Business *Name*

NAME IDEA	IS THE URL AVAIBALE?		HOW MEMORABLE? (SCALE OF 1-10)
MAY CRAFTS CO.	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	

OTHER NOTES:

To-Do *List*

DATE: _____

PRIORITY

WHAT NEEDS TO BE DONE?

STATUS

Daily Business *Planner*

DATE: _____

TO DO

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

PRIORITIES

- _____
- _____
- _____

OTHER NOTES:

Weekly Business *Planner*

DATE: _____

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY & SUNDAY

OTHER NOTES:

Monthly Business *Planner*

MONTH: _____

WEEK 01

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

WEEK 02

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

WEEK 03

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

WEEK 04

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

OTHER NOTES:

Yearly Business

Planner

YEAR: _____

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

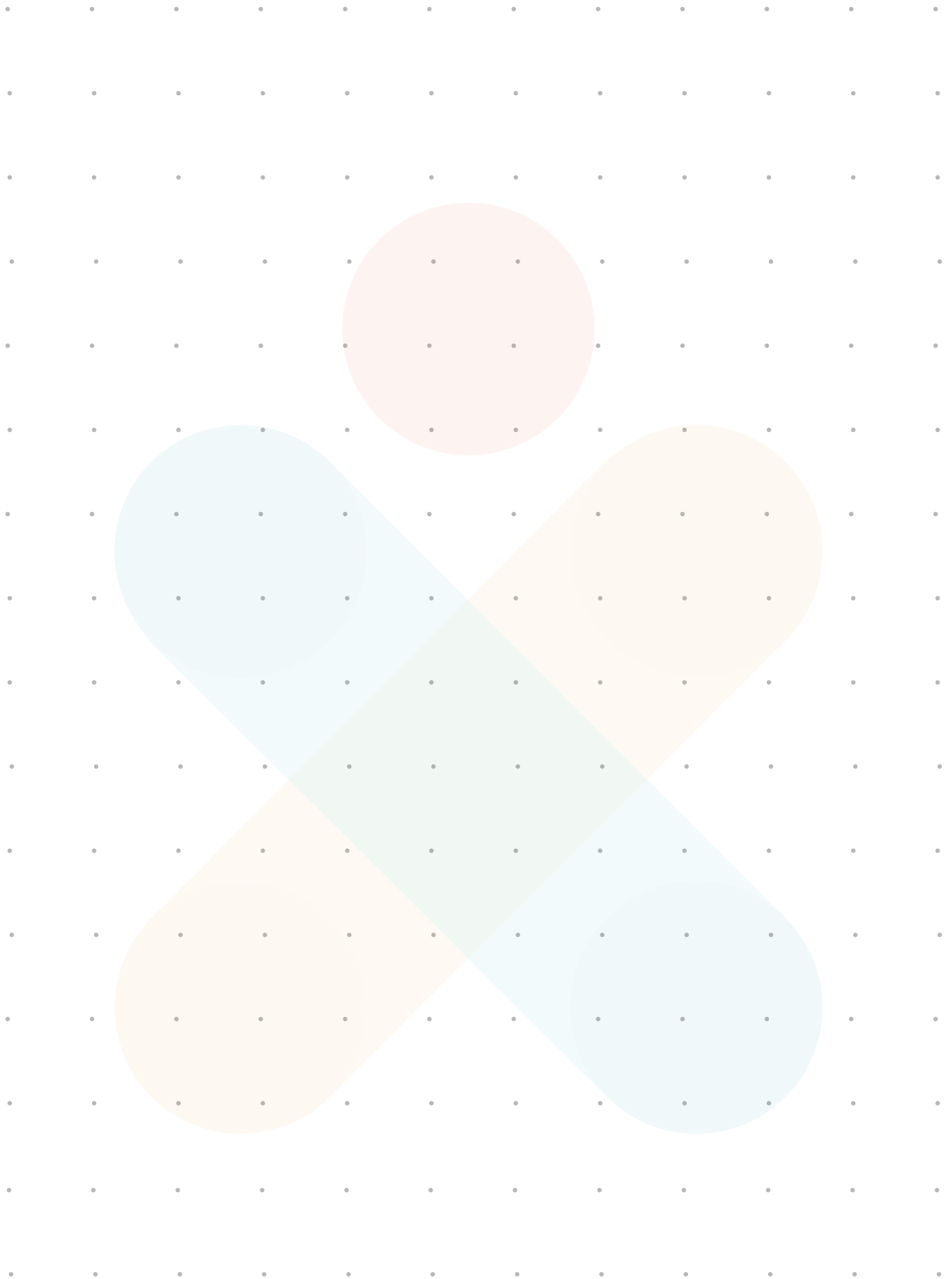
SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

Note *Paper*



Note *Paper*

