

March 2023

# MY BUSINESS PLAN

## **FOR SLP CREATORS & ENTREPRENEURS**



FROM THE CREATORS OF TASSEL



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# Executive Summary Braindump

Let's examine who you want to be in the business space. Just start with a brief summary.

Outline your motivation: Why are you doing this?

What is your vision?

THE SERVICE OR PRODUCT YOU WILL PROVIDE	
THE LEADERSHIP: WHO IS ON YOUR TEAM?	
THE OVERALL FIELD	
THE COMPETITORS: WHAT WILL MAKE ME DIFFERENT?	
THE FINANCIAL STATUS:	
FUTURE PLANS: Keep it general, you'll expand more on this later	





# **Business Description** GIVE A MORE DETAILED DESCRIPTION OF YOUR BUSINESS

#### What is your mission statement?



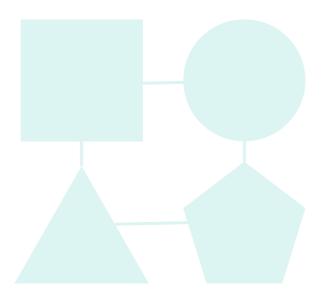
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# Explain in detail what your business does:

What is the business's main product/ service? How does it work? Will it offer a range of different product categories or services? What type of customers is it trying to reach? How is it new or different from other businesses in the field? And finally, consider the business's opportunities for growth and expansion.



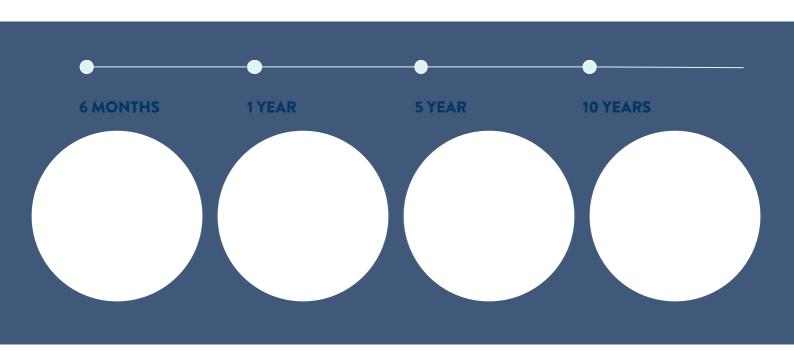
## OUTLINE YOUR CORE VALUES:





# Future Plans & Milestones

Where do you see this business going?



**Elevating And Expanding Your Brand:** 

In this section, map out your future plans for the business. Dream big! These plans could include expansion projects, new service or product offerings, major partnerships, and more. Discuss how much impact you want to bring to the field.



## MARKETING PLAN HOW TO REACH YOUR AUDIENCE

#### **YOUR IDEAL CLIENT**

Who is your ideal client?

Where do they show up or spend their time?

### THE 4PS OF MARKETING

Use this table to map out your marketing mix

Product - the brand, its features, its packaging	Price - discounts, bundles, credit terms
<ul> <li>Common questions:</li> <li>What needs does this product fulfill?</li> <li>What frustrations or pain points does it address?</li> <li>What makes it compelling to customers that they will want to have it?</li> </ul>	<ul> <li>Common questions:</li> <li>What is the value of the product or service to customers?</li> <li>Are there established price points for this product or service in the market or field?</li> <li>How will this price compare with competitors?</li> </ul>
<ul> <li>Promotion - print &amp; broadcast ads, social media, email, search engine, video</li> <li>Common questions: <ul> <li>How you will get the word out about your product or service?</li> <li>What promotional approaches are most familiar to your audience?</li> <li>What resources are available to you?</li> </ul> </li> </ul>	<ul> <li>Place - physical stores, website, online marketplace</li> <li>Common questions: <ul> <li>Will it be in a physical store or online?</li> <li>Where will the stores be?</li> <li>What will be the distribution channels of content?</li> </ul> </li> </ul>











We hope you enjoy this freebie and it helps you get started in your journey.

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