

MY BUSINESS PLAN

FOR SLP CREATORS & ENTREPRENEURS



FROM THE CREATORS OF TASSEL

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	



Future Plans & Milestones

Where do you see this business going?



Four large white circles arranged horizontally, corresponding to the time periods above. These circles are intended for users to write their future plans and milestones.

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.

A series of ten horizontal grey lines provided for writing out the user's future plans and brand expansion strategies.

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

Common questions:

- What needs does this product fulfill?
- What frustrations or pain points does it address?
- What makes it compelling to customers that they will want to have it?

Price - discounts, bundles, credit terms

Common questions:

- What is the value of the product or service to customers?
- Are there established price points for this product or service in the market or field?
- How will this price compare with competitors?

Promotion - print & broadcast ads, social media, email, search engine, video

Common questions:

- How you will get the word out about your product or service?
- What promotional approaches are most familiar to your audience?
- What resources are available to you?

Place - physical stores, website, online marketplace

Common questions:

- Will it be in a physical store or online?
- Where will the stores be?
- What will be the distribution channels of content?


YOU GOT THIS!

TASSEL IS ROOTING FOR YOU!

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



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