

## Business Plan Worksheet

Want to start a business fast? Answer the questions below to create a quick business plan. Take half an hour to “run” your business on paper before you commit your time and money.

You can use this sheet to get started, or draft your answers on scratch paper if they get too long

SCORE, the source of this tool, offers volunteer mentors for startups. Contact them at <https://centraloregon.score.org/>

### Define your business

<b>What is your business?</b>	What products and services are you planning to provide?
<b>Who are you?</b>	What are your core values? Who are you in terms of the people you want to work with or sell to. Think of things like ethics and honesty

### Marketing

<b>Who do you serve?</b>	Describe your ideal client including interests, demographics and problems that you will solve
<b>Why should these clients buy from you?</b>	What makes your product or service better than others? What sets you apart? Trivial answers like “great customer service” won’t set you apart



Make an appointment with the business librarian  
[rdonald@jcls.org](mailto:rdonald@jcls.org)

<b>What is your marketing strategy?</b>	How will you attract the ideal client and sell your product or service? A strategy means you have a plan. Caution: word of mouth is good but it is only one piece of an overall strategy
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**Goals**

<b>Where do you want to be in 3 years?</b>	What is your vision? Think revenue and profit. Include number of customers and employees and your personal situation.
<b>What needs to take place in the next year?</b>	Based on your 3 year want-to-be, what needs to take place in the next 12 months? Include how you are going to generate revenue and profit and how much
<b>What is your quarterly plan?</b>	Based on the coming year, what needs to take place each quarter?

**Troubleshooting**

What are the potential problems?	List all the obstacles, limitations, Red Flags, bottlenecks, distractions and mindset. These are very important – you will need to overcome them to be successful
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