Business Blueprint



THE 5-PAGE BUSINESS PLAN

YOUR FILL-IN-THE-BLANKS GUIDE TO BUSINESS SUCCESS





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BUSINESS OVERVIEW

BUSINESS PURPOSE

Describe the purpose/objective of your business in 25 words or less...

BUSINESS MODEL

Describe your current business model (method) in 25 words or less...

COMPETITIVE ADVANTAGE

List 3-5 factors that are your point of difference in the market...

1	
2	
3	
4	
5	

BUSINESS GOALS

What are your top 3 business objectives for the next 12 months?

1	
2	
3	

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SWOT ANALYSIS

STRENGTHS ANALYSIS (Internal)

What are the 2-3 biggest strengths of your current business?

1	
2	
3	

WEAKNESS ANALYSIS (Internal)

What are 2-3 weaknesses of your current business model?

1	
2	
3	

OPPORTUNITY ANALYSIS (External)

What are the 2-3 biggest opportunities for future growth?

1	
2	
3	

THREATS ANALYSIS (External)

What are the 2-3 biggest threats that could harm your business?

1	
2	
3	

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MARKETING PLAN

MARKET OVERVIEW

What is the broad industry/market you operate in?

TARGET CUSTOMER

List your 1-3 main/ideal customer types?

1	
2	
3	

MARKETING GOALS

How many new customers/orders do you need to achieve your goals?

Per Year		Per Month		Per Week	

MARKETING TACTICS

What will be the top 5 ways you generate leads?

1	
2	
3	
4	
5	

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TALENT ADVANTAGE

What are 3-5 reasons someone would want to work for your business?

1	
2	
3	
4	
5	

FUTURE TALENT

What are the top 3-5 roles you will need to hire for over the next 12+ months?
Are they Full-Time, Part-Time or Casual? Office Based, Remote or Offshore?

1	
2	
3	
4	
5	

LEADERSHIP FOCUS

What are the top 3 things you need to work on or improve as a leader?

1	
2	
3	

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FINANCIAL PLAN

FINANCIAL GOALS

What are your Revenue goals?

1 Year		2 Year		3 Year	

PROFIT GOALS

What is your Net Profit Margin?

Current	%	Ideal	%

FINANCIAL MANAGEMENT

What are the 3 things you need to do to improve your financial management?

1	
2	
3	

GROWTH STRATEGY

What are the 3-5 strategies you will use to grow over the next 12-24 months?

1	
2	
3	
4	
5	

Congratulations for completing your 5-Page Business Plan. Now, go make it happen!!

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