



# Building Your Business Plan

## 1. Outline Your Why

Finding your Why isn't necessarily easy. Even if it's strong. It usually comes from our past and identifying specific experiences that have been most impactful. Articulating those in a clear manner that directs our actions can be quite the mental workout.

### Questions for consideration:

- **What gives me energy? And why?**

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- **What have I experienced in my past that is driving me to pursue this? (peak or valley; high or low)**

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- **What makes this urgently necessary to pursue this right now?**

## 2. Don't do it alone

Get a mentor or business partner. And not just anyone. Have clear expectations for whoever you enroll.

- **If it's a mentor, someone who will challenge you.**
- **If it's a partner, someone who will compliment you.**

## 3. Research

### Solution & Industry Research

What is already on the market that solves the problem you're hoping to solve? Or what are the workarounds people are doing to solve the problem? Are there a lot or very few solutions? Is what you're aiming to do orders of magnitude better than what exists?

### Competitive Research

Of what exists, how do they accomplish the task? How do they articulate the problem and the solution? How do they price the solution? How do they compare to each other and to yourself? How will you differentiate yourself?

## 4. Buyer Personas

Be specific!! This will help you decide if you're a Nordstrom or a Walmart. We've listed several variables to consider. Not all will apply to you. And there's room for you to add some of your own.

	Starting Location	Current Age	Sexual Orientation	Primary Occupation	Religious Leaning	Income Bracket	Family Type	Health Preference
Title								
Title								
Title								
Title								

## 5. Budget

You have 4 areas for budget. Consider them all carefully. Make short term (6-12 months) and long term (1+ year) plans. What will you spend? Are you a product driven company or a sales driven company?



Product



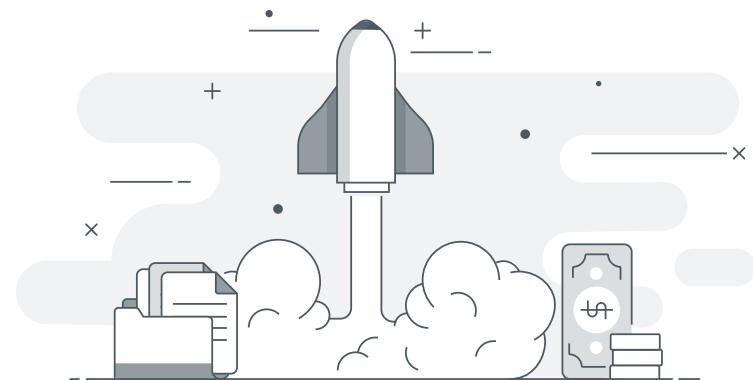
Development



Marketing



Sales



# Structure Your Style Guide



## 1. Define your brand personality

If you then had to describe the business as a person with a personality, what would that personality be?

Fun	Serious	Slimey	Silly	Spunky	Firm	Green	Active
Reliable	Helpful	Endearing	Cute	Whimsical	Intimidating	Large	Fluffy
Intrepid	Dangerous	Chill	Hot	Relaxed	Posh	Cozy	Affordable
Small	Luxury	Industrial	Rugged	Musical	Natural	Wild	Boutique
Creative	Steady	Modern	Approachable	Simple	Complex	Smooth	Bumpy
Loud	Quiet	Old	Young	Feminine	Masculine	Old	New

## 2. Design Your Logo

Logo design is a pivotal element in brand strategy. If you don't stay as consistent as possible within a variety of assets, you are impeding your audience from remembering your brand. Use the logo section to present all approved versions of your logo in different environments and specify size, spacing, colors, and clear don'ts.

By using logo guidelines you will create a recognizable brand signature. This includes specifications on how much space to leave around your logo as well as marking "exclusion zones."

A good brand style guide also includes every acceptable color variation for a logo. This will prepare your graphic designers and other employees to use your logo under various circumstances such as differing background colors and mediums.

### Outsourcing:

This will take you beyond the 3 days, but if you don't feel comfortable creating your own logo, you can outsource it to:

- [99 designs](#) • [Design Crowd](#)

## 3. Determine a Color Palette

Now it's time to define your brand color palette. A good rule of thumb is to choose four or fewer colors. Many brands choose a combination of light, dark, neutral, and bright colors, but not all are necessary.

Once you've chosen a healthy amount of colors, present their corresponding swatches in this section along with their color match (PANTONE name & number), print color (CMYK), and digital color (RGB & HEX codes). Typing their color match will help current and future graphic designers stay consistent with your brand's identity.

## 4. Choose Typography

You're probably already using multiple fonts for your branding assets. Here is the perfect place to explain their use and the appropriate instances in which your team should utilize them. After narrowing down your choices ask yourself: why am I using these typefaces and how do they relate to my brand? Which font should I use for titles, headers, and body text? Answer these questions along with your preferred spacing and alignment so your team can go back to this rulebook for future reference.

### Resources:

- [Fontsinuse](#) • [Adobe Fonts](#) • [Typewolf](#)

## 5. Illustration & Photography

Do you have specific images you think encapsulate your brand? Think of this section as a mood board. Include a good amount of images that align with your brand and brand personality. You should collect images that convey the feeling you want people to get when they see and interact with your brand.

Mood boards are useful, versatile tools. Their ability to tell a whole story using minimal visual space is a great opportunity your brand should seize when establishing a Brand Style Guide.

### Resources:

- [Unsplash](#) • [Pexels](#) • [iStock](#) • [Shutterstock](#) • [Envato Elements](#)

# Social Media Calendar

Establish what this looks like for you as you transition from being a user of social media to being a manager of social media.

Feel free to set a time aside each day (based on when is best to get in front of your target buyer). And use a timer to help you manage feeling overwhelmed. Focus on the quality of the post over the quantity of posts you get in during that time.

The quantity of posting you do over the course of weeks and months will help you to increase your quality as you get better and better.



Instagram	Twitter Facebook	Twitter Instagram	Twitter LinkedIn YouTube	Twitter Facebook	Twitter Instagram	Facebook
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# Going to Market Template



## 1. Define your goals

What are you wanting to accomplish?

- Dollars earned
- Product sold
- Growth/expansion
- Impact/market share
- Beta/prototype/feedback

## 2. Segmentation

Leveraging your research

Using the Buyer Personas table in the Business Plan template, do you have multiple personas? How would you break up/define these different groups? Will different messaging resonate with each of them?

*\*We suggest you start with one small subset Use this to help you get specific with your messaging and branding.*

## 3. Targeting

Choosing what to target first

- Which group/segment is going to benefit from your product the most?
- Which group/segment is the most accessible to reach?
- Which group/segment is most likely to adopt early and/or make the buying decision?
- Do you have partners or affiliates tied to any one group/segment that is willing to cross promote with you?

## 4. Positioning, Pricing, Product, Place

- What are the words you use? How are you evoking emotion? How are you painting the pain you solve?
- How valuable is your product/offering? What does it cost you to produce it? What do you need to make to make it worth it (especially after promotions)?
- What are the words you use? How are you evoking emotion? How are you painting the pain you solve?
- Everyone loves a promotion/discount! You have to plan for them. What will you offer for new customers (bring them in the door, decrease the pain of trying something new)?
- Where are you buyers/customers?
- What place works best for getting them to complete the behavior you want from them?

	User 1	User 2	User 3	User 4
<b>Pricing</b>				
<b>Product</b>				
<b>Promotion</b>				
<b>Place (channel)</b>				



## 5. Customer Journey Mapping

Create a flow like the following.

What are all of the interactions a potential customer will have with you (of your own making or not)?

How can you please and delight them no matter where they are?

How can you decrease friction and increase convenience?

