Business Plan Brainstorm Worksheet

Business Name________________________________________  Date __________

Why is your business uniquely qualified to succeed?

Compared to our competitors... (Check all that apply)

☐ We have a better product
☐ We offer superior customer service and care
☐ Our prices are lower
☐ Our solution solves more of our customers’ problems
☐ Other: __________________________________________________________________________

Where do you want your business to go?

What will your business look like in 5 years? 10 years?

_________________________________________________________________________________

_________________________________________________________________________________

_________________________________________________________________________________

How will it grow and evolve? My business will... (Check all that apply)

☐ Become the market share leader
☐ Diversify our product offering
☐ Continually improve our product line
☐ Capture the high-margin segment of our market
☐ Other: __________________________________________________________________________
What greater purpose are you working toward?


Who are your customers?

Describe your target consumer:

(Hint: If you complete Course 1 – Creating a Business Idea, you’ve already answered this question.)


How will you reach these people? (Check all that apply)

☐ Traditional print media: magazines, newspapers, direct mail, etc.
☐ Social and earned media: Facebook, Twitter, LinkedIn, Instagram, Pinterest, etc.
☐ Traditional sales: cold calling, door-to-door sales, etc.
☐ Paid digital advertising: banner ads, pop-ups, social promotion, pay-per-click, etc.

How much are they willing to pay for your product?


What about employees?

Will you hire employees from the start?
What will your hiring needs be? (Check all that apply)

- [ ] Administrative
- [ ] Financial
- [ ] Marketing / Advertising
- [ ] Web design / Development
- [ ] Operations
- [ ] Engineering
- [ ] Other: __________

What skills and knowledge will complement your own?
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________

How many locations?

What will your expansion strategy be? (Check one)

- [ ] Saturate the local market, then expand out
- [ ] Establish a small presence in each state
- [ ] Focus on a few shops and license your name
- [ ] Something else: ______________________________________________________

What level of revenues and profits do you foresee?

Best case: ______________________________________________________________
_____________________________________________________________________
_____________________________________________________________________

Moderate: __________________________________________________________________
_____________________________________________________________________

Worst case: __________________________________________________________________
Bonus

Take a first crack at writing out your mission statement: