



Starting a Business Simplified

Simple Steps to Writing a Business Plan Workbook



Suzy Wraines



Note from the Author:

I'm Suzy Wraines, Business Plan Coach and author of the Simple Steps Business Plan workbook. I have over 20 years of business experience in corporate and small business. I share my life with my husband, two dogs, and two cats. I love to explore the outdoors and fall is my favorite season.

What inspired me to simplify business plan writing was when I started my own business. I didn't want to spend days and even weeks researching and "planning" my business. I wanted to start it right away. This gave me the idea to simplify what goes into the plan so I would have all the main parts completed. By getting the big picture mapped out I could then dive in and start building my business. That's the fun part.

I'm so glad you decided to purchase the workbook. I have met so many entrepreneurs who desperately needed a workbook like this when they started their businesses. This is why I wrote this book. I hope it helps you to get excited about your business.

Suzy



Simple Steps Business Plan Workbook - A workbook designed to make business plan writing exciting, not overwhelming.

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Suzywraines.com

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She can be found at www.pamdearmoncreative.com for all your business design needs.



How To Use This Workbook

So many people starting a business put off creating a business plan for many reasons:

- It takes too much time.
- I don't know what goes into a business plan.
- I'm not seeking funding for my business.
- It's too complicated.
- I don't understand business enough to create a business plan.

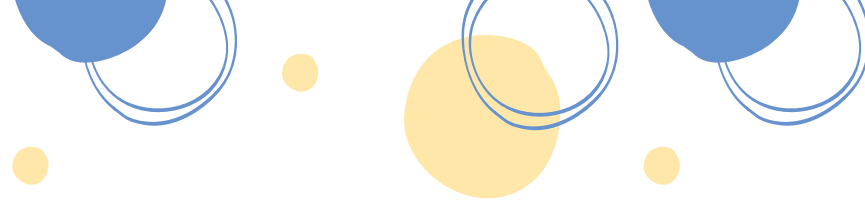
The list goes on and on...

This workbook is designed to simplify writing a business plan by taking each section step-by-step. This allows you to focus on one section at a time. At the end of the workbook, you will use all the information you have gathered in each section to write out your business plan.

The workbook is designed to go at your own pace. It's up to you how fast or slow you move through the workbook, take it slow or finish in a few days.

The task of writing your business plan may seem overwhelming, you'll be able to finish it - taking it one step at a time.

If at any time you feel you need more assistance with writing your business plan, you can reach out to me directly through my website, suzywraines.com



Take Time To Dream

Before you jump in and get started planning, take a minute in this space to dream...

What do you want your business to look like one year from now? What does success look like? Use this space to write your answer.



Section One - Business Concept

Business Overview

In this section, you will be writing out why you are in business and your business concept. Answer the questions in this section to get a clear idea of why you are starting a business.

What is the backstory of your business?

What inspired you to start this business?

Other thoughts:



Section One - Business Concept

What accomplishments have you had in your lifetime that will benefit your business?



Section One - Business Concept

Describe your passion for creating and running this business. Why are you in business?



Section One - Business Concept

How large would you like your business to be?

Do you want it to stay small or grow into a large organization?

Describe what your business looks like five years from now.

Questions to answer when thinking about the future of your business.

Will you hire staff? If so, how many?

Will you use contractors and not hire staff?

Do you want to expand or stay small?



Section One - Business Concept

Core Business Concept

What service do you provide in your business?



Section One - Business Concept

What problem does your business solve?



Section One - Business Concept

How do you solve the above problem with your services?



Section One - Business Concept

Core Concept Summary

Write out the problems you solve with your services.

Now that you know what you sell and how it benefits people...

What is the name of your business?

In this section, you were focusing on the problems your business solves for your customers. You will also be looking at the driving force behind your business. For the rest of Section One, you will be creating your mission statement and vision statement.



Section One - Business Concept

Mission Statement

Before you write out your mission statement I'm going to break it down for you by asking specific questions.

Why does your business do what it does?

What do you want to help your customers achieve?

What impact do you want to have in the community?

Now you can write out your business mission statement based on your answers above. The formula is my business mission is to (2) and (3) because of (1).



Section One - Business Concept

Mission Statement

Fill in your Mission Statement from your answers to the questions on the previous page.

What do you want
to help your
customer achieve?

Why does your
business do what it
does?

What impact do
you want to have in
the community?



Section One - Business Concept

Vision Statement

Just like you did for your mission statement before you write out your vision statement. I'm going to break it down for you by asking specific questions.

What will your business be doing when you consider it to be successful?

What will your business success look like financially a year from now?

What will your customers think and feel about your business?



Section One - Business Concept

Vision Statement

Fill in your Vision Statement from your answers to the questions on the previous page.

What will your business be doing when you consider it to be successful?

What will financial success look like for your business a year from now?

What will your customers think and feel about your business?



Section One - Business Concept

Business Summary

Here you will rewrite some of the answers you gave throughout this section. This will give you a snapshot of your business.

Business Name:

Problem you
solve with
what services:

Business Mission:

Business Vision:

Congratulations! In this summary you have a solid business concept and why you are in business. In the following sections, you will be creating the “how” you will bring this concept to life.



Section One - Business Concept

Business Concept Notes Page

Write out any notes you will want to refer back to for this section here.



Section Two - Marketing Plan

Industry Analysis

In this section you will be looking at the industry your business is in and to who you want to market your products and services.

Who is your target market you sell your services to?

Who specifically will you help with your services within the above market? Be as specific as you can.

What are your customers' needs?



Section Two - Marketing Plan

Competitor Analysis

Who are your competitors (ex. Other coaches, books, online courses, YouTube)?

How is your business and services different than your competitors?



Section Two - Marketing Plan

In Summary...List out your industry and who your target customers are then write out how you are different from everyone else who wants to solve the same problem.





Section Two - Marketing Plan

Product and Services Pricing

In this section, you will be creating your marketing plan for how to reach your target market. You will set your pricing for your products and/or services. When you are starting out it's important to not have too many products or services to start with (min 1 and max 3).

What are your service prices?

Service Name	Price

How will you promote your products and/or services?

- | | | |
|--|---------------------------------------|--|
| <input type="checkbox"/> Word of Mouth | <input type="checkbox"/> Trade Show | <input type="checkbox"/> Affiliate Marketing |
| <input type="checkbox"/> Website/Blog | <input type="checkbox"/> Referrals | <input type="checkbox"/> Podcast |
| <input type="checkbox"/> Webinars | <input type="checkbox"/> SEO Keywords | <input type="checkbox"/> Email Newsletter |
| <input type="checkbox"/> Online Ads | <input type="checkbox"/> Social Media | <input type="checkbox"/> Networking Events |



Section Two - Marketing Plan

Sales Plan

How will your services be delivered to customers?

- | | | |
|-------------------------------------|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> Website | <input type="checkbox"/> Social Media | <input type="checkbox"/> In-Person |
| <input type="checkbox"/> Mail Order | <input type="checkbox"/> Amazon | <input type="checkbox"/> Email Link |
| <input type="checkbox"/> Etsy | <input type="checkbox"/> Other | <input type="text"/> |


What platforms will you use to maintain your marketing plan?

- | | |
|--------------------------------------|---|
| <input type="checkbox"/> Store Front | <input type="checkbox"/> Design (Canva, Adobe, etc.) |
| <input type="checkbox"/> Website | <input type="checkbox"/> Email Marketing (Mailchimp, Mailerlite, etc) |



Section Two - Marketing Plan

Write out any other ideas you have for how you will market your product and/or services to your target market.



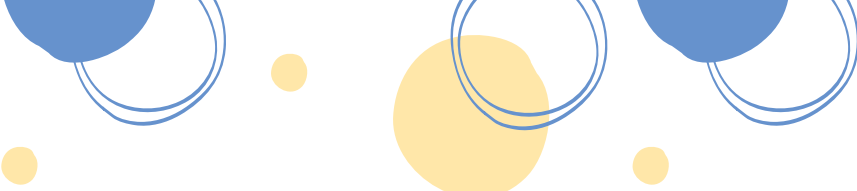


Section Two - Marketing Plan

Marketing Notes Page

Write out any notes you will want to refer back to for this section here.



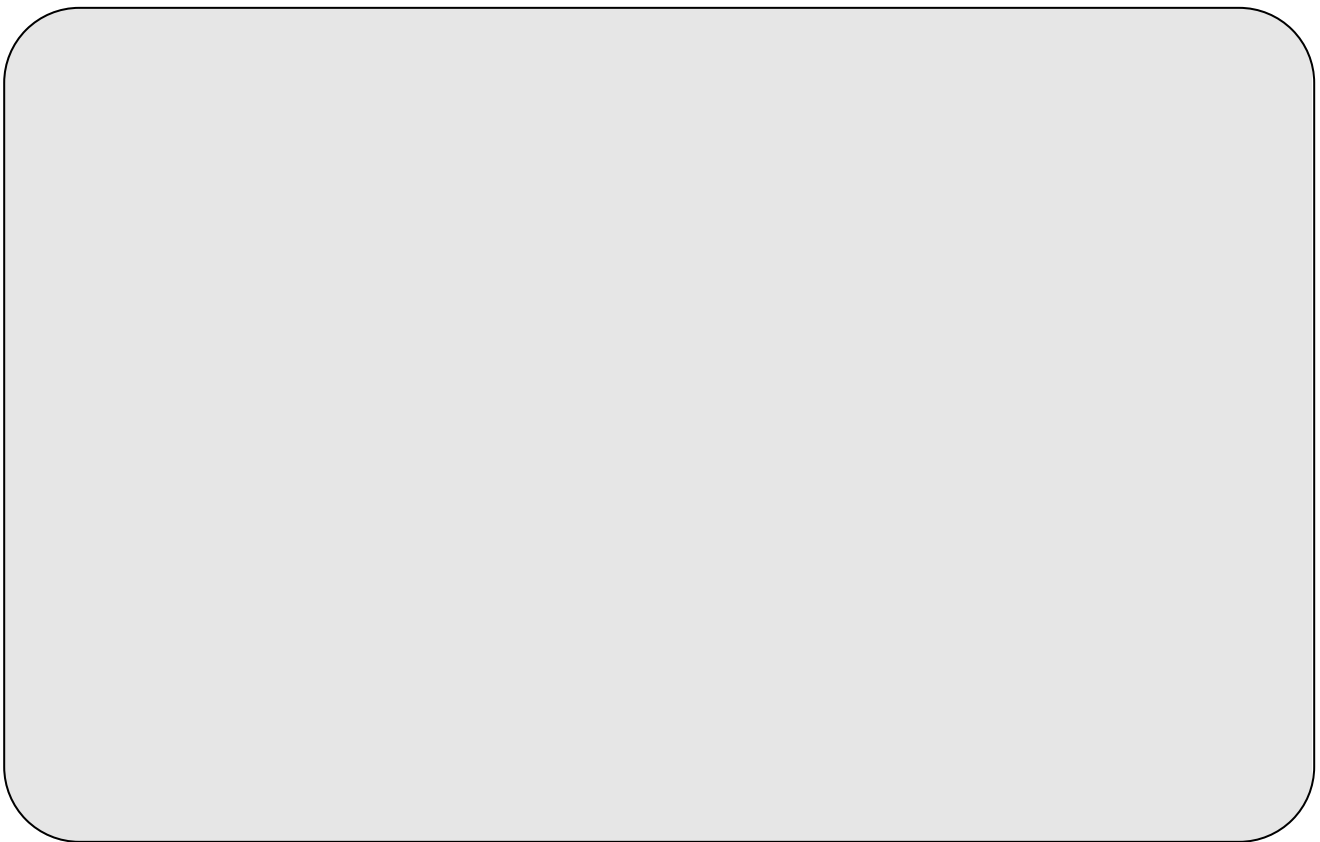


Section Three- Operations Plan

Services Flow Charts

In this section you will be creating the process flows of your business. What is your process from starting to delivering your service to your clients? You will map each step along the way. This will help you identify what you will need to be successful from creation to sale.

Describe in the space below, what is the process from selling a service to delivering it to the customer. Be as detailed as you can.



On the next page, you will create a process flow chart for each product and/or service you offer. Fill in the flow chart for each product and service you offer.

Section Three- Operations Plan

Service Flow Chart Example

Service Flow Chart

Example: Coaching Service



Client Agreement

Legal Contract
Created by
Rocket Lawyer



Package Offered

\$600.00
Six 1 : 1 Sessions



Package Offered

Website
Social Media
Word of Mouth



Sale

Website Purchase
Or
Send Invoice



Client Experience

Zoom 1:1 Sessions
Coaching App
Email Communication

Section Three- Operations Plan

Service Flow Charts

Fill in the service flow charts for your business on the following pages.

Service Flow Chart

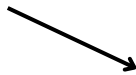
Service Name:



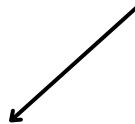
Client Agreement



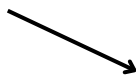
Package Offered



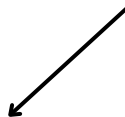
Package Offered



Sale



Client Experience



Section Three- Operations Plan

Service Flow Chart

Service Name:



Client Agreement



Package Offered



Package Offered



Sale



Client Experience

Section Three- Operations Plan

Service Flow Chart

Service Name:



Client Agreement



Package Offered



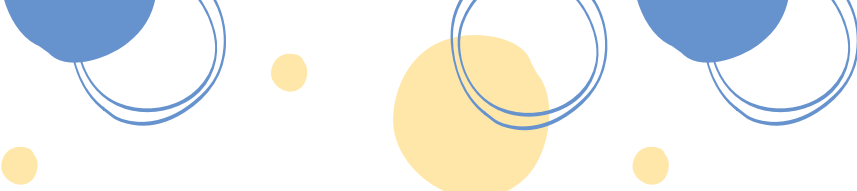
Package Offered



Sale



Client Experience




Section Three- Operations Plan

Customer Experience

Write out below how you want your customer to feel and react to your services.

Finish this sentence... After customers purchase my services they will feel _____and want to refer me because:

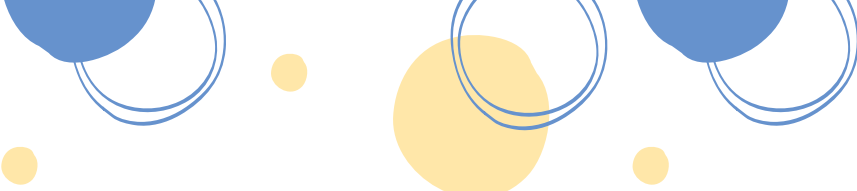


Section Three- Operations Plan

Based on the process flow charts you created earlier, describe how you will interact with your customers from the first time you connect with them to the delivery of services.

Describe what the customer experience will be.






Section Three- Operations Plan

Customer Referrals

Based on what you answered on the previous page, finish these sentences about how you want your customers' experience to be.

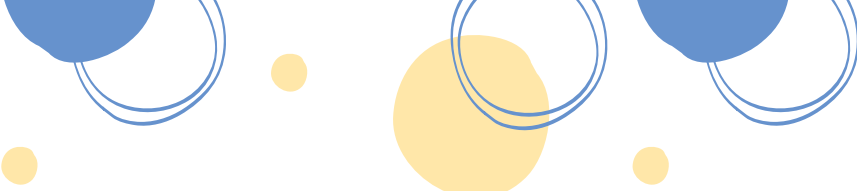
When customers purchase services from my business they will feel...

After the buying experience, customers will refer my business because...



Section Three- Operations Plan

After writing out your customers' experience, what area in your business do you feel needs improvement to meet your customers' standards for your services?



Section Three- Operations Plan

Milestones

Are measurable goals that happen within the business that you plan ahead for. In order to reach these milestones, you have to create a forecast of goals. In this section, you will be creating your sales income goals for the first year of your business.

Section Three- Operations Plan

In order to fill in your sales goal for the year, you will be using your service pricing from your marketing plan in section three.

Sales Income Goal

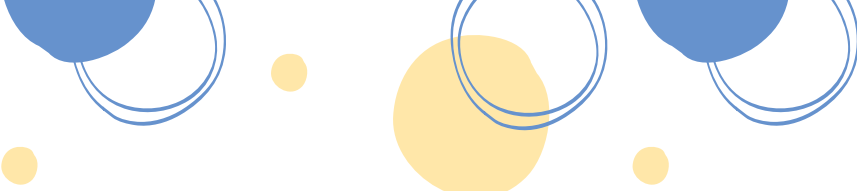
Sales goal for the year:

Service Name	X	Price	=	Income Total
	X		=	
	X		=	
	X		=	

Sales Income Goal Total:



This total will be used in section six when you create your financial plan.



Section Three- Operations Plan

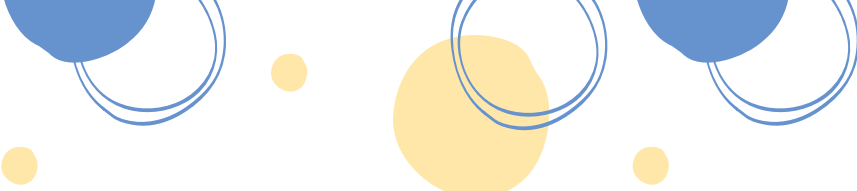
Milestones Timeline

List out the milestones you want to reach as you work towards your first-year income goal. These can be non-income milestones that are stepping stones to reaching your annual income goal. Include the date on the timeline when you want to achieve each milestone.

Date	Milestone
	
	
	
	
	
	

Goal Achieved





Section Three- Operations Plan

Operations Tools

In the previous pages you mapped out operations processes for your business from product and service to customer experiences. By having the process mapped out you will have a better idea of what tools you need in each area. This helps to create the back office structure of your business.

There are a few things to take into consideration when deciding on the software, apps, and platforms you plan to use in your business.

- ☐ Cost - does it meet your budget?
- ☐ Ease of use - how easy is it to learn to use?
- ☐ Time - is it time consuming to use or does it save time?
- ☐ Technical support - is there support for the tool?
- ☐ Necessity - do I need it right now for my business to launch?

By answering these questions for each tool you research to purchase for your business you will have a clear understanding if it's the right fit. There is nothing worse than paying for a tool that you don't ever use or one that is too difficult or expensive.

With all the information you have gathered in this section, list the tools required to start and run your business on the following page.

Section Three- Operations Plan



Product/Service Creation Tools



Marketing Tools

(to include design, website, social & email marketing)

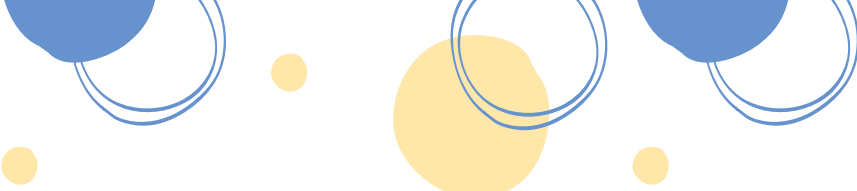


Sales & Accounting Tools

(to include payment processing, budgeting, and bookkeeping)



Other Back Office Tools



Section Three- Operations Plan

Operations Notes Page

Write out any notes you will want to refer back to for this section here.



Section Four - Management Plan

Management Team

When it comes to starting a business it is important to think about who will be working with you. If you are starting your business alone it's still good to map out who will be on your management team in the future. As your business grows you will need more team members to help you run your business. In this section, you will map out what team members will be necessary to your business.

The main departments that make up a business are:

- Services
- Operations
- Finance / Accounting
- Technology / Information Systems
- Sales / Marketing
- Staffing (HR)
- Customer Experience

It is overwhelming to look at all these areas in your business if you are planning to run your business by yourself. When you plan your business to hire team members in the future it gives you a goal to work towards to be able to have fewer responsibilities yourself.

If you plan to stay working alone in your business these are areas you can hire contractors to handle for you to give you more freedom from working in your business. Mapping out your management team plan will help you to know when you will need to hire outside contractors.

Section Four - Management Plan

Management Team Example

The example chart below shows a simple plan for a single business owner to hire contractors as the business grows.

Example for no staff business (contractors only)

Team Plan

Products & Services



Operations



Finance



Technology



Sales & Marketing



Customer Experience



Section Four - Management Plan

Management Team Example

This example is a small business with a growth plan of hiring staff as the business grows. For each of these positions in the beginning one person may manage more than one department until more staff is hired.

Example for business hiring staff

Team Plan

Products & Services



Technology



Operations



Sales & Marketing



Finance



Customer Experience



Staffing



Section Four - Management Plan

Management Team Chart

After looking at the examples you can now fill in your management team plan. This will be an ever-changing plan. For now, think about now and the future is in the next year. Are you planning to grow your business to have a full staff? Or would you prefer to stay small and hire a few contractors to work where you don't have time?

Team Plan

Products & Services



Technology



Operations



Sales & Marketing



Finance



Customer Experience



Staffing

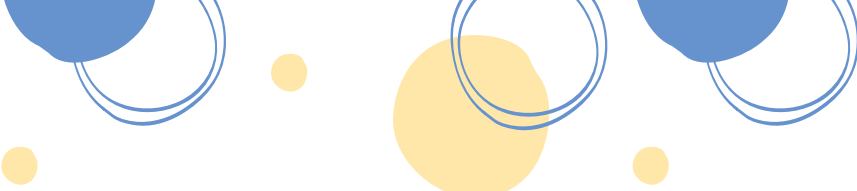




Section Four - Management Plan

Management Notes Page

Write out any notes you will want to refer back to for this section here.



Section Five - Financial Plan

Financial Categories

This section I recognize can be very scary for most with the thoughts of money and numbers. Some of you will be excited about looking at the numbers of your business while others would rather let someone else handle the finances.

For those of you who are not excited about finances, it's important to work through this part of your business plan yourself so you understand the foundation of your business. After that, you can share the responsibility with either a contractor or hire someone to handle your finances. Here are the numbers you need to know as you start your business.

Startup Costs: How much will it cost to start your business?

Income Streams: Where does the money come from once you start your business?

Operating Costs: How much does it cost to run your business daily, monthly, or yearly?

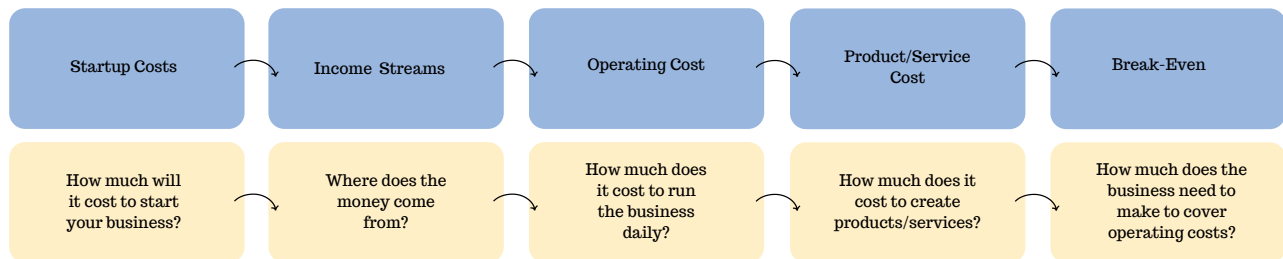
Services Costs: How much does it cost to provide services?

Break-even amount: How much income does the business have to make in order to cover all operating costs?


Section Five - Financial Plan

Financial Plan Roadmap

This roadmap shows how all the financial numbers are tied together in business. Once you have each section setup you will easily be able to see the financials status of the business anytime.



Use the space below to list the thoughts you have about finances.



Section Five - Financial Plan

Startup Cost

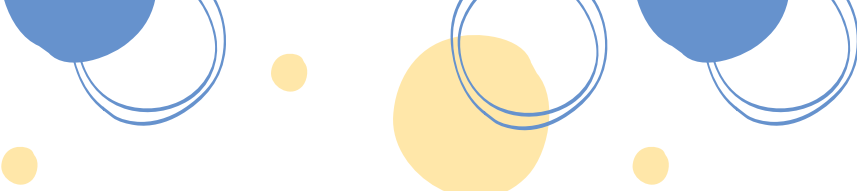
Startup costs are a one-time amount that you need to launch your business. After that, the rest of the costs associated with your business are what it costs to run the business.

It's important to remember these numbers are estimates right now. Once you confirm our startup costs those numbers will be set. The rest of the costs and income will always be changing. For now, you are creating a starting point. Updating these numbers will be the responsibility of the departments that handle the transactions.

For example sales, income will come from the sales department as sales are finalized. Marketing expenses will come from the marketing department. All of these numbers will be reported to your financial manager.

This is why having a management team plan is helpful to know who is responsible for these numbers. If you are working alone in your business you will be responsible for the numbers until you hire someone else to manage them.

On the next page, you will fill in your estimated numbers for each category.

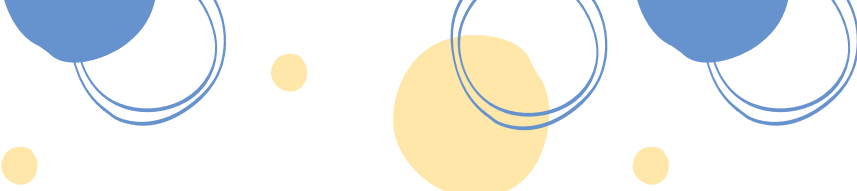


Section Five - Financial Plan

Startup Cost Chart

Startup Costs: List everything you will need to start your business and how much it costs for the first year.

Name	Total Cost
Example: website creation	\$700.00




Section Five - Financial Plan

Startup Cost Chart

Startup Costs: (continued)

Name	Total Cost

Startup Cost Total:



Section Five - Financial Plan

Income Streams

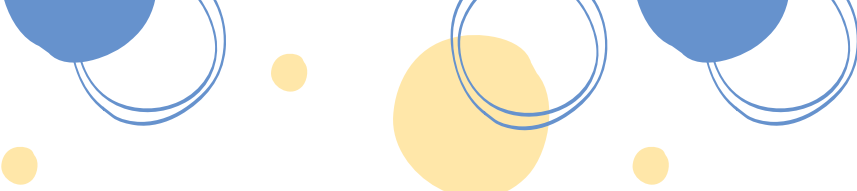
Income Streams: To estimate the income from sales you will use your sales income goal from Section Four: Operations - Milestones. This is the total income amount you will get from sales.

The income streams are the ways in which this money comes in. If you have more than one product or service, list the ways that money will stream into your business. List all products and services amounts by how (income stream) you plan on selling them. It is helpful to follow your marketing plan where you have decided to market your products and services.

If you are investing income into your business that would go under income streams. You may have yourself or other investors. You will list them as an income stream.

Examples of income streams are direct online sales, in-person sales, third-party sales, investors, etc.

Product/Service Name	Annual Income	Income Stream (how)
Ex. Download Workbook	\$48.00	Direct Online Sales
Ex. Download Workbook	\$100.00	Third-Party Online Sales



Section Five - Financial Plan

Income Total

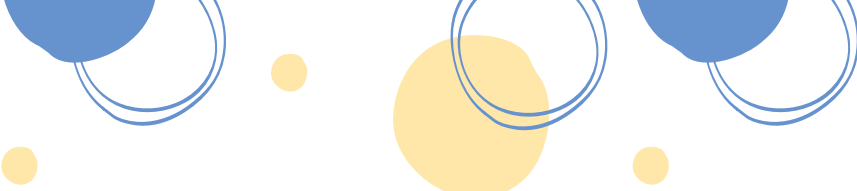
Now that you have your income stream categories fill in the following table with the annual income by category.

Income Stream Name	Annual Amount
Ex. Direct Online Sales	\$48.00
Ex. Third-Party Online Sales	\$100.00

Income Total:



Note: The sales income total above should be the same as the sales income amount you entered in Section Four: Operations - Milestones.




Section Five - Financial Plan

Operating Cost

Operating Cost: How much does it cost to run your business from day to day? These are the operating costs. Also known as operating expenses. Include everything you can think of that you pay for to run your business including paying yourself and hiring help. In the chart below fill in all the services that you pay for to run your business.

Operating Expense	Annual Amount
Ex. Google Email	\$72.00
Ex. Internet Connection	\$720.00




Section Five - Financial Plan

Operating Cost

Operating Cost (continued)....

Operating Expense	Annual Amount

Operating Expense Total:




Section Five - Financial Plan

Services Cost

How much does it cost to provide your services? This includes everything you pay for to deliver your services to customers. Services don't have as many costs associated with them as products.

Example: Online Coaching cost would include any tools you use for your coaching services. If you use a coaching app that customers can access while doing coaching with you, that is a cost of services.

Service Cost	Annual Amount
Ex. Coach Accountable App	\$200.00

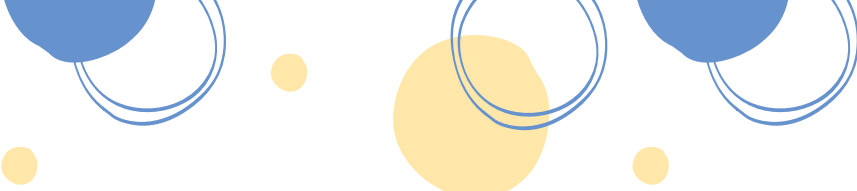


Section Five - Financial Plan

Services Cost (continued)...

Service Cost	Annual Amount

Service Cost Total:



Section Five - Financial Plan

Break-Even Analysis

Break-even Point: How much income does the business have to make in order to cover all operating and production costs?

Income Total:

Fill in the totals from the financial categories on the previous pages. Add up the totals to equal your business cost total.

Startup Cost Total:

Operating Cost Total:

Services Cost Total:

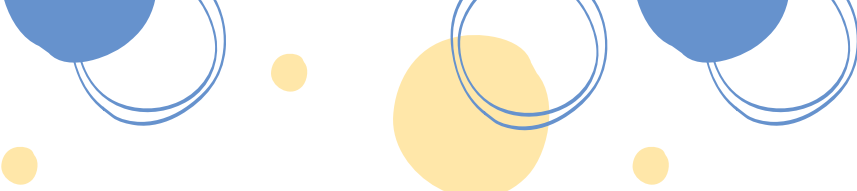
Business Cost Total:

With your business cost total you can now calculate the break-even amount you need to keep your business running. This is the total income you must have to keep your business operating at no profit.

Income Total: — Business Cost Total: = Break Even

\$0 - This should be zero

Any amount over \$0 in break-even is profit and any amount under \$0 is a business loss. The business cost total is how much is required to keep the business running



Section Five - Financial Plan

Financial Notes Page

Write out any notes you will want to refer back to for this section here.



Section Six - Business Plan Summary

Executive Summary

Business Name:

Executive Summary - In a few sentences using your mission, vision, and business concept describe what problem your products or services solve and why you are in this business.



Section Six - Business Plan Summary

Marketing Plan

Describe who you sell your products and services to and how you reach them through your sales and marketing.



Section Six - Business Plan Summary

Operations Plan

Operations Plan - Describe how your business will operate to create products and communicate with customers. What will be achieved in the first year of operation? Use the information from Section Three.



Section Six - Business Plan Summary

Management Team

List who will be responsible for each area of the business. You can list contractors here if you don't plan on hiring in your first year. Use the list from Section Four.



Section Six - Business Plan Summary

Financial Plan

Income Total:

Startup Cost Total:

Operating Cost Total:

Services Cost Total:

Business Cost Total:

With your business cost total you can now calculate the break-even amount you need to keep your business running. This is the total income you must have to keep your business operating at no profit.

Income Total: — Business Cost Total: = Break Even

\$0 - This should be zero

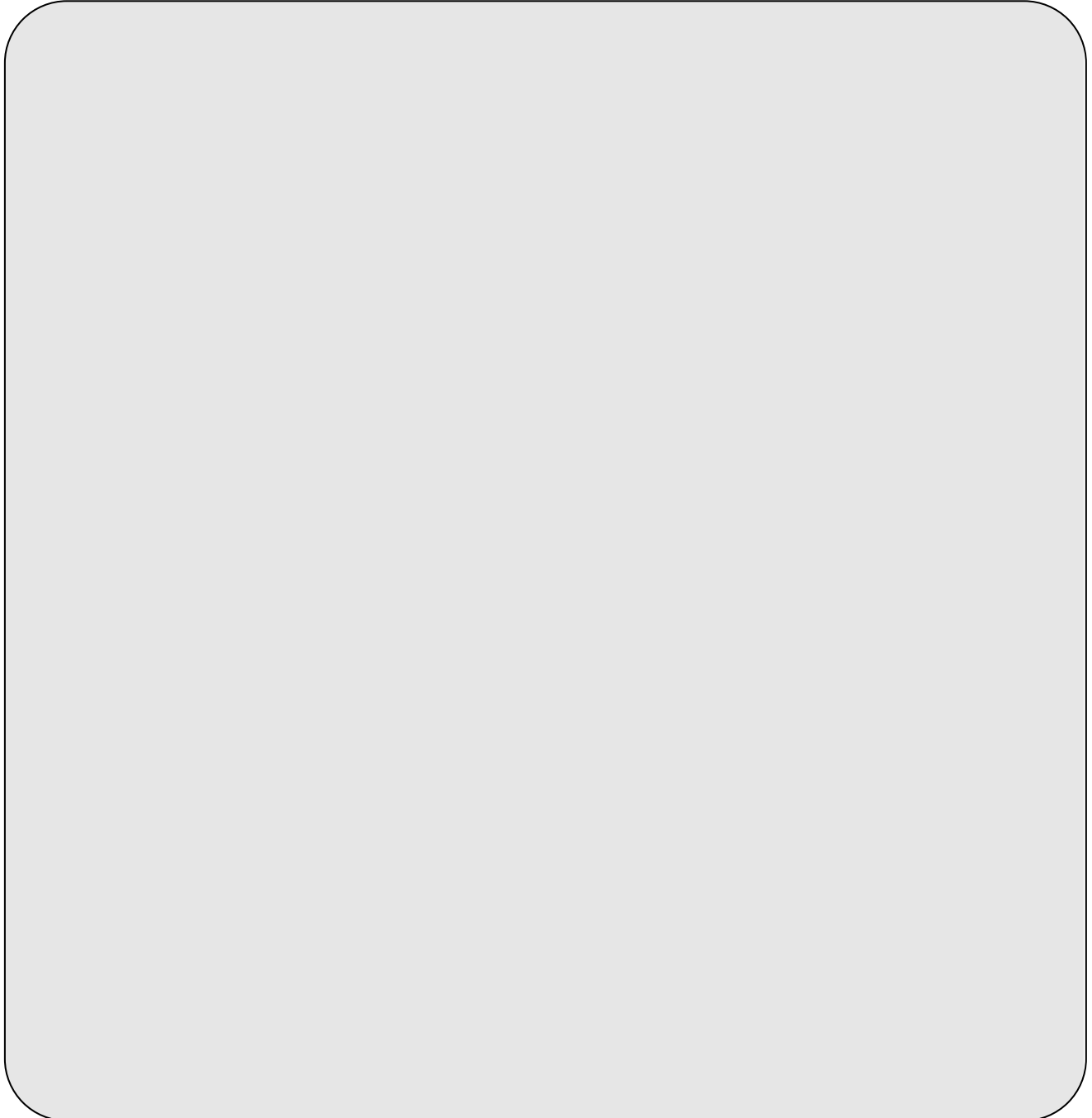
Note: These are basic numbers. To go into more detail you can use a spreadsheet to list out your income and expenses to calculate these figures.

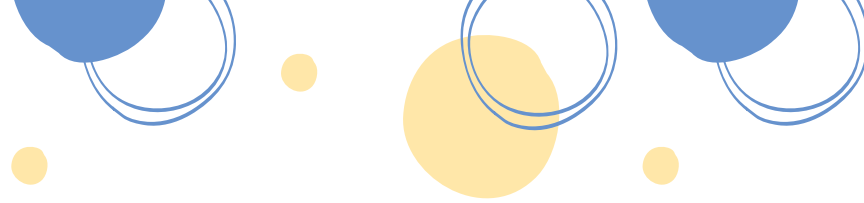


Section Six - Business Plan Summary

Dreaming Becomes Reality...

You have taken a HUGE step by writing out all your business plans. At the beginning, I asked you to write out your business dream. Take the space below to write down how you see your dream turning into reality.





Congratulations!

You now have a basic business plan. A business plan isn't a one and done it is a living document you can go back to and revisit any area of your business as things change. This is a starting point for making key business decisions going forward.

If you would like to connect with other entrepreneurs to share your business plan work or ask questions feel free to join the private discussion forum by visiting <https://suzywraines.com/members>

I hope this workbook gives you the tools you need to be successful in your business.

Suzy