

A solid business plan includes thoughtful analysis of the current market, your product's unique value, and how your team of strategists will make it a success. **STEP 1:** Do the Research. **STEP 2:** Figure out Pricing. **STEP 3:** Write the Plan.

Business Identity *(Executive Summary + Company Description)*

<input type="checkbox"/> Company Description	<input type="checkbox"/> Solution (Service or Product)
<input type="checkbox"/> Mission Statement	<input type="checkbox"/> Principal Members <i>(if applicable)</i>
<input type="checkbox"/> Problem	<input type="checkbox"/> Legal Structure <i>(if applicable)</i>

Market Research *(Explaining the market and how your product fits in.)*

<input type="checkbox"/> Industry	<input type="checkbox"/> Product Advantage
<input type="checkbox"/> Target Market (Customers)	<input type="checkbox"/> Regulations <i>(if applicable)</i>
<input type="checkbox"/> Competitors	<input type="checkbox"/> Special Considerations <i>(if applicable)</i>

Product Plan *(Breakdown of your product's unique value proposition, expenses, and pricing.)*

<input type="checkbox"/> Product Details	<input type="checkbox"/> Expenses
<input type="checkbox"/> Pricing	<input type="checkbox"/> Intellectual Property Rights <i>(if applicable)</i>
<input type="checkbox"/> Revenue Streams	<input type="checkbox"/> Research & Development <i>(if applicable)</i>

Marketing *(How you'll organize the team, market the product, and review results most effectively.)*

<input type="checkbox"/> Growth Strategy	<input type="checkbox"/> Team & Key Roles
<input type="checkbox"/> Communications	<input type="checkbox"/> Milestones
<input type="checkbox"/> Sales Strategy	<input type="checkbox"/> Key Metrics & Analytics

After you've pulled together your business plan information, getting a proofreader or editor to review and polish your plan is well worth it! Contact Everything Planning for more free resources, a business consultation, or to connect with an editing resource. Happy Planning!

