



# ENTREPRENEURSHIP: Business Planning 101

By Dana Malstaff of Boss Mom

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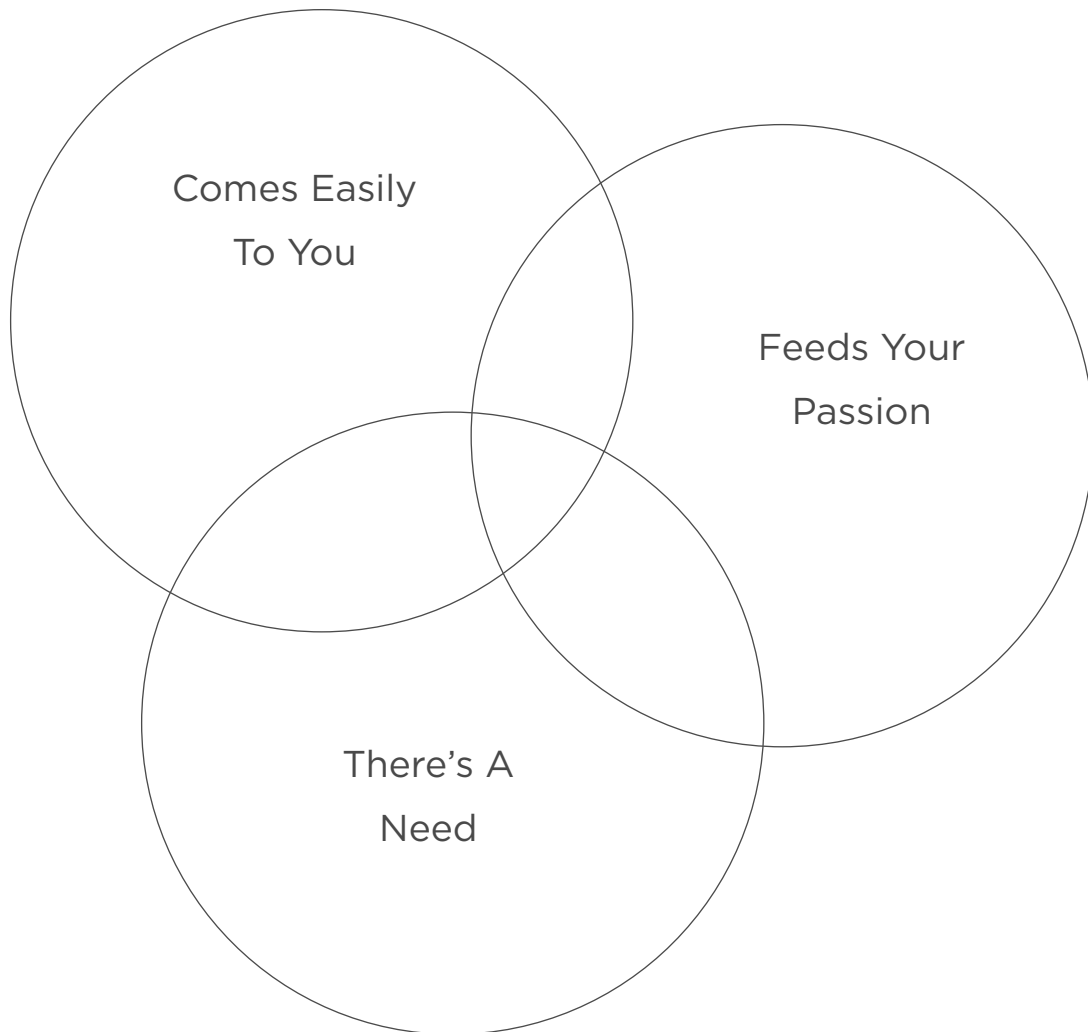
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## YOUR SWEET SPOT

Your gift is that unique-to-you sweet spot where what comes naturally to you, what you're passionate about and what there is a need for all overlap. This is the ultimate tri-fecta because if you're doing what comes naturally to you, you're saving time, if you're doing what you're passionate about, you'll love your work, and if there's a need for it, people will pay you! The sweet spot is where you want to live.



## YOUR SWEET SPOT

In order to figure out what comes naturally to you, start by answering the following 3 questions.

What takes you less time than others?

What do people notice about you?

What do you see/think of first?

## ALIGN WITH YOUR PASSION

To ensure you're aligning your daily actions in your business with your passions, let's start by taking an assessment of where you're at right now. In the spaces below write out the things you're currently doing in your business. Then, circle the things that you enjoy doing and put a star by the things you really don't like doing.

What services or products do you offer in your business?

What are the things you currently do for your marketing in your business?

What are the strategy-related things you do in your business?

What do you do to “keep the lights on” in your business?

## ENSURE THE NEED

Before you get too far in mapping out your business plan and path, you need to make sure people need and want what you'll be providing! In the space below write out the things that you enjoy and come easy to you. Next, map out people's pain points and desires surrounding what you're good at and enjoy.

What comes easily to you that you enjoy?

What are some of people's frustrations?

What are some of people's desires?

**POINT TWO:** Leveraging Your Gifts & Skills

## PACKAGE YOUR GIFT

Let's start by assessing what you currently offer and whether those offerings are a good fit for you. List out your current offerings and then put a check beside the ones that utilize what comes easy to you, as well as the things you love.

Offerings

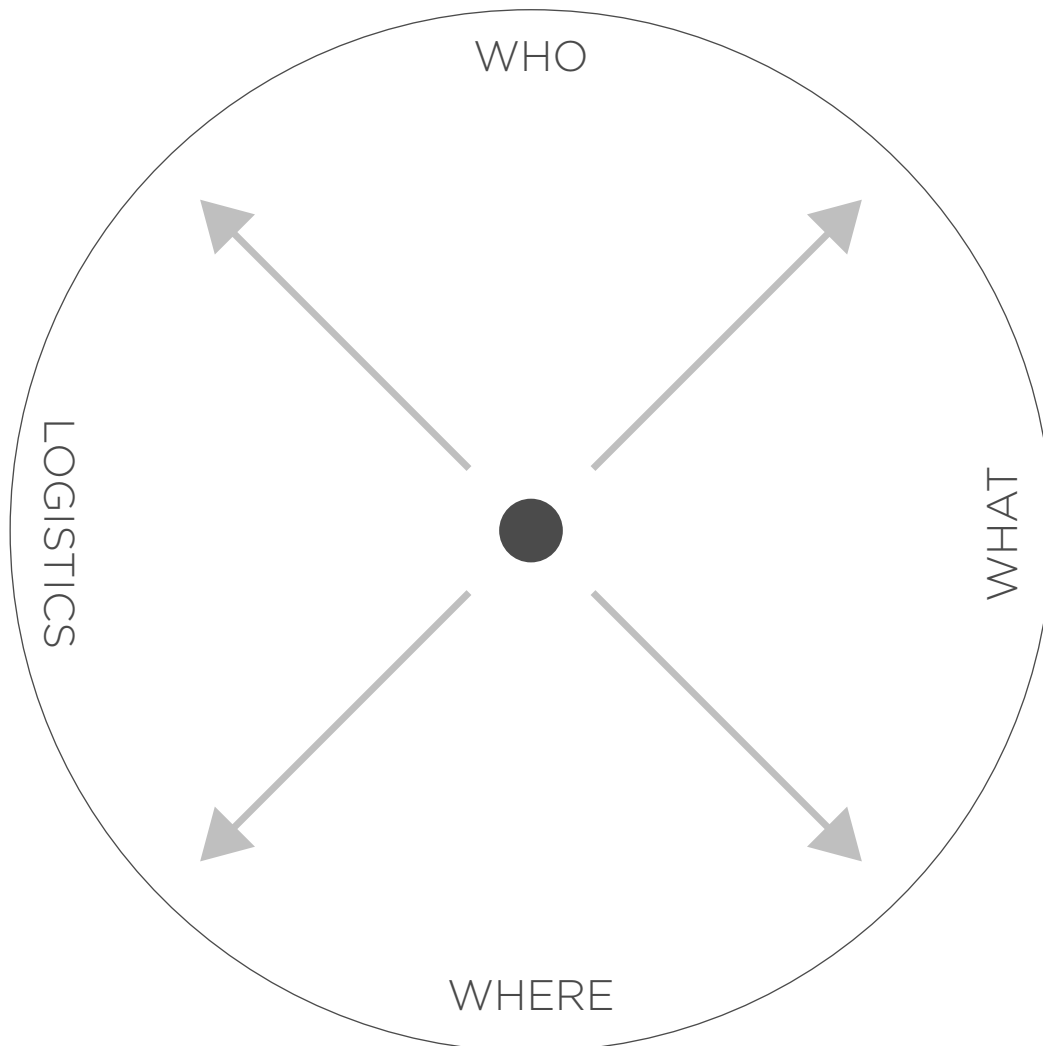
Fit? Love?

Offerings	Fit?	Love?

Now, if there are things you currently offer that don't align with what you love and what comes easily to you, you might need to brainstorm some new offering ideas. Feel free to do so in the space below.

## YOUR DREAM ENVIRONMENT

We can't always have everything we want, so it's important to know what's most important to us. Using the chart below, write down the environmental dreams that are most important to you closest to the center, and the ones that are less important to you further out into the white space. This will help you understand your priorities when it comes to making your environmental dreams a reality.





## YOUR DREAM EMOTIONS

As human beings we have the ability to experience a wide range of emotions in any day. Our emotions drive everything for us - they influence the way we experience life, which makes them worth taking note of and planning for. In the space below write out your answers to each question, and then take notice of the trends in your answers.

How do you want to feel personally?

How do you want to feel with your kids?

How do you want to feel with your family?

How do you want to feel in connection with your audience?

## YOUR DREAM FINANCES

One of the biggest (if not the biggest!) reasons we get into business for ourselves is to make a living doing something we love on our own terms. How silly would it be to pour blood, sweat and tears into something to make money...but to never set goals and projections for our finances?! In this section I want you to break down your financial dreams and desires over the next 5 years.

	6mos?	1yr?	3yrs?	5yrs?
How much do you want to earn over the next...				
How much do you want to invest over the next...				
How much do you want to save over the next...				
How much fun money do you want to have over the next...				

## DEFINE YOUR TRIBE

A huge part of building an impactful, sustainable business and movement is really nailing who you're reaching - who your tribe is. These are the people who will sing your praises in the pouring rain. First, you need to identify the characteristics of your tribe, beginning with common ground and roles.

What is your tribe's common ground?

What is your role in the tribe?

What are other roles that would be helpful in your tribe?

## DEFINE YOUR TRIBE

Now it's time to outline the role you will play in your tribe's lives. Describe the journey you intend to invite them on...what transformation can you offer them? What was life like before you came onto the scene? What will life be like after you? What are the things they will love about you? And what sets you apart? Why are YOU the right one for them?

Frustrations	Fears
Wants	Dreams

## SET YOUR FINANCIAL OUTCOMES

Chart out which of these revenue streams you are already utilizing (or plan to in the future) and write out revenue goals for each stream this year.

	Now	Never	Later	Amount This Year
1:1 Coaching				
Group Coaching				
Courses				
Products				
Projects				
Services				
Events				
Affiliate Programs				

## DETERMINE YOUR VALUE

In the top chart, map out how much revenue you want to make this year. Then, multiply that by 70% to roughly calculate your net revenue after taxes. Next, list out your expenses and profit for the year. Finally, write down how many weeks per year and hours per week you'd like to work ideally.

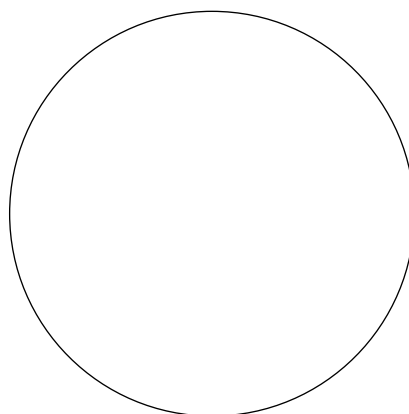
Revenue This Year	
Revenue x 70%	
- Expenses	
Takehome	
Weeks Per Year	
Hours Per Week	

Where will you spend your time? And where will your revenue come from? Fill in the chart below to see how your money & time will break out.

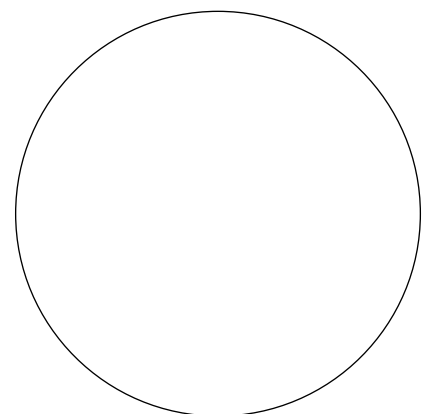
SAMPLE:



YOUR MONEY



YOUR TIME



## DETERMINE YOUR VALUE

On this page we are going to do some number crunching to give you a really good idea of what your hours and hourly rate should, or could be. This page is more about playing with the numbers that setting something in stone, so follow the equation and see what you discover.

Revenue	_____	÷
Number of Weeks	_____	=
Revenue Per Week	_____	÷
Billable Hours Per Week	_____	=
Fee Per Hour	_____	

**OR**

Revenue	_____	÷
Fee Per Hour	_____	=
Hours Per Year	_____	÷
Number of Weeks	_____	=
Billable Hours Per Week	_____	

## CHOOSE YOUR PROJECTS

The final step in putting together a solid business plan is figuring out what you're actually going to create and produce! In the space below I want you to choose just three (or less!) main projects to focus on over the next six months to one year and break each one down question by question.

Project One:  
Purpose:  
Desired Results:  
How Does It Serve Your Biz?  
Collabs:  
Promo Dates:  
Launch Dates:

Project Two:  
Purpose:  
Desired Results:  
How Does It Serve Your Biz?  
Collabs:  
Promo Dates:  
Launch Dates:

Project Three:  
Purpose:  
Desired Results:  
How Does It Serve Your Biz?  
Collabs:  
Promo Dates:  
Launch Dates:



## PLANNING YOUR ANNUAL CALENDAR

In each of the spaces below write out all the different things that need space in your life and calendar in each of the following categories. Then, pull out your annual calendar and begin blocking space out (remember: it doesn't have to be perfect, you can always make changes and adjustments as you move forward!)

### Products and Launches

### Content Creation

### Collaborations

# PLANNING YOUR ANNUAL CALENDAR

## Family Schedule

## Self-Care

## Planning Days

# ANNUAL CALENDAR

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
Jan.																																
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