



The Business Plan Checklist for Everyday Entrepreneurs

A practical one-page plan to guide everyday entrepreneurs. Fill in the blanks and keep your business goals focused and simple.

1. Define Your Offer Clearly	What exactly are you selling? Who is it for? What problem does it solve?
2. Identify Your Market	Ideal customer profile: Competitors/alternatives: What makes you different?
3. Plan Your Revenue Model	Revenue model: Pricing strategy: Basic income & expense notes:
4. Set Your Marketing Approach	Main platforms: Marketing activities: How you'll reach customers:
5. Establish Simple Operations	Delivery method: Tools or systems needed: Keep it minimal:
6. Outline Success Metrics	Metrics to track (2–3):
7. Draft a Short Action Plan	Next 30 days: Next 90 days: Beyond: