

The business plan

Alice Hollis

1) What sort of business do you want?

Lifestyle vs. growth

2) Who is your ideal customer?

Sector(s)

Location

Company size

Job title (including what they're accountable/responsible for)

Pain points they face

3a) What are you offering?

Positioning/niche

Differentiators

Value proposition

How will you stand out? What will you be remembered for?

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3b) How will you prove your worth?

Credentials (e.g. qualifications, experience, skillset, awards)

Portfolio examples (e.g. work you can link to/showcase, or case studies talking about your work)

4) What external support do you need to succeed?

People you may need to deliver your service

Back-office support (e.g. financial advisor, accountant, software)

5) How much do you need to earn?

Minimum income	Comfortable income	Maximum income

How many hours/projects does this equate to?

Minimum	Comfortable	Maximum

How many clients do you need to sustain this level of work?

Minimum	Comfortable	Maximum

What does your sales pipeline look like in order to secure that number of clients?

	Minimum	Comfortable	Maximum
No. of clients			
No. of prospects			
No of. leads			

6) What regulations apply to you?

Certain legislation, such as tax laws and data protection, apply to every business. But there will be some legislation that is specific to the sector you're looking to operate in.