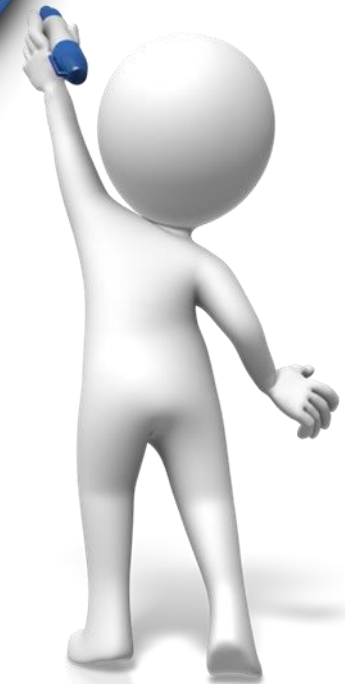


Replace This Box
With Your Logo if
you have one or
just delete it



My Success Blueprint

Your Proposed Company Name Here



How to Use the **Success Blueprint**

This Success Blueprint is 100% for you to tweak and customize. However, feel free to use as is as well. The headings on each page are just meant to help guide your thought process

Erase any examples or words we have in. We are just trying jump start your ideas

This is meant to be a living document. You will tweak and change as you go. Use it capture your ideas and use as a reminder of what you need to do.

You can add pages or subtract. Change headers.

Any questions? Feel free to reach out. Anything you think would be great to add? Let us know. We want to always improve this document for others like you. Email me at tammy@localsmallbusinesscoach.com



Mission / Purpose of Your Business

Give an overview of your business here:

My goal is...



Who Is Your Target Customer?

Who will use your products or services? | Try and avoid “everyone” | Try and be specific

- Folks who...



What are the Needs of Your Customers?

What did your research show they needed?

- They want...



What Problems Will You Solve for Your Customers

List Out the typical problems your customers have and you can solve

- They are looking



What Products & Services Will You Provide?

- I will...



Current Competition

List out your local competition

- Abc....



What is Your Competition Doing Well?

- They...



What is Your Competition Failing to Do?

- They fail to...



What Can You Do to Stand Out?

- I will...



What is Your Competitor's Reputations

- I will...



What Do Your Competitors Charge?

- I will...



What Will You Charge?

- I will...



What Costs Are Involved For First 90 Days?

- Equipment - \$
- Tools - \$
- Marketing - \$
- Rents - \$
- People - \$
- Products - \$
- Utilities - \$
- Training - \$
- Other - \$



What are Your City, County & State Needs?

- City
- County
- State



What is Your Launch Marketing Plan?



What is Your 1st Year Marketing Plan?



What Are Your Personal Financial Goals

- Amount Needed Per month:

- Projected Sales needed to Net this amount:

Example of \$3,000 a month but need of \$7,000 in sales to net that



Sales Goals

Breakdown your key sales goals by 90 days, 6 months & 1st year

- 90

- 6



Overall 90 Day Goals



Overall 1 Year & 5 Year Goals



Next Steps You Will Take

- **Examples:** Set up my business license / Set up Bookkeeping – ie [Freshbooks](#)
- ff



Don't Forget These Other Resources

In order to help get your new local small business off the ground, we have a few other tools to help.

- Get your [FREE Start Up Guide](#)
- View our [FREE Start Up Course for local businesses](#)

- **Coming Soon:** Our more in-depth Starting a Local Small Business training course

Don't forget to check [StartALocalSmallBusiness.com](#) for more resources. Plus, once you are up and running, check out even more tools & resources for your on-going business at [TrainingForLocalSmallBusinessesOwners.com](#)

