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| **MARKET NEED***List the specific problem(s) you’ll solve for your clients* | **MISSION***Why you get up in the morning* | **UNIQUE SELLING PROPOSITION***How you’ll stand out and turn an unaware visitor into an interested prospect* | **SERVICES***List each service you will offer to clients* | **CLIENT TYPES***List target clients, their industry, size, connections and opportunity for each* |
| **GOALS***SMART goals to gauge success* | **LEAD GENERATION***How you’ll generate new leads* |
| **EXPENSES***List your fixed and variable expenses* | **TOOLS***List the tools and software you’ll use* | **KEY PEOPLE***List roles of key people* |