



Step 3 – Create a Business Plan

Business Startup Steps for Fun Mongers

Don't cry. This won't hurt. In fact, if you follow my suggestions, it can be pretty exciting to find out exactly how strong your skills are, what resources you already have available, and start getting a clear picture of where you're heading.

You can find a variety of Business Plan forms on the internet, or from business development people. But the truth is it's really not that complicated. Feel free to download and use my Two Marg Biz Plan template, if you like. In general, here are the areas you need to cover in your business plan.

1. General

Write down an overview of your company; what your goals are, what market you want to serve, what people you will work with (if any). Broad strokes.

2. Services

Make a list of the services you will offer, in general terms. We'll define specifics later.

3. Marketing

- a. Target Market: Define your target market, or your tribe. You'll want to be as specific as you possibly can. And remember – “Women over the age of 20” is not a target market, that's a demographic. See the Two Marg Biz Plan template for more details.
- b. Activities: What marketing activities will you use? Networking, advertising, free classes, etc.
- c. Tools: What tools do you need to do your marketing? Web technology? Email marketing software? Etc.

4. Facilities / Equipment

List the physical and soft equipment that you need to carry out your business. Have a good computer? Desk? Chairs? Software?

5. Projected Finances

Create a simple, but detailed spreadsheet listing everything financial about your business; all the equipment you have, and need (with prices for things you need to buy), your projected income and expenses. See the sample in Fun Monger.

Now things are starting to take shape – does it feel real yet?