

5-Step Business Plan

FOR BLOGGERS AND ENTREPRENEURS

Blogger/Entrepreneur Business Plan

SECTION 1
DEFINE AND SERVE AUDIENCE

STEP 1 CREATE AN ICA
STEP 2 DEFINE ICA STRUGGLES
STEP 3 SOLUTIONS FOR ICA STRUGGLES
STEP 4 LISTEN AND NURTURE

SECTION 2
DEFINE YOUR BUSINESS

SUMMARY AND ACTION

You have completed Section 2 in creating a Business Plan, which means you have:

- Created a mission statement
- Described your niche
- Highlighted what makes your brand stand out
- Listed the products and services you provide and how you wish to diversify
- Written out current monetization avenues and how you wish to diversify
- Compiled a detailed list of all tasks performed to accomplish your job and potent to streamline

Fill in the details below about your business.

Your mission statement:

Your niche:

Your branding strengths and areas to improve:

New products and services to incorporate into your business in the coming year:

New ways to monetize your business in the coming year:

People or tasks to work toward shifting around that will make your business successful:

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Ways to listen to and nurture your ICA/audience (this is ongoing!):

- Send out regular emails letting your audience know you're still here. Ask for their feedback and welcome them to reply directly to you with questions or comments. When they reply (and they will reply if you invite them to!) send back sincere responses and also LISTEN closely to what they are telling you. Their needs may evolve, so don't ever stop listening.
- Send out periodic surveys asking your audience what their current needs, struggles, likes and requests are. Again, listen closely to what they tell you.
- Stay connected on social media. Again, listen! (I see a theme here.) Their comments and direct messages and questions speak volumes about what your audience is needing from you.

Use the box below to brainstorm specific methods and time frames for listening and nurturing.
Examples: I will send one survey to my email list quarterly. I will reply to every comment on Instagram daily. Once a week, I will send an email to my subscriber list inviting a response.

Blogger/Entrepreneur Business Plan

WHY DO YOU NEED A BUSINESS PLAN?

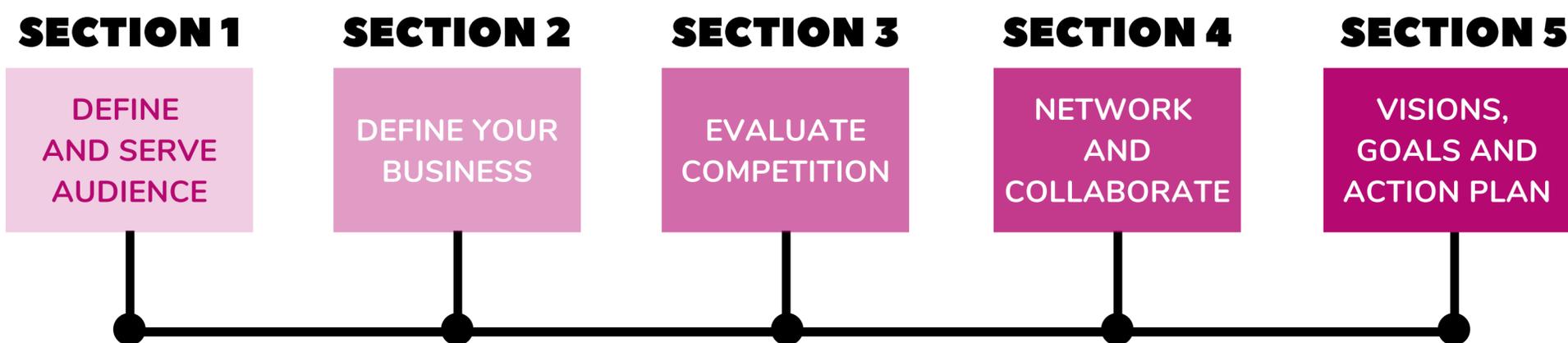
If you are a blogger or entrepreneur, it is important for you to have a plan if you want to run a successful business. Having a plan helps you think through important aspects of your business so you can efficiently strategize and so you know which projects will move the needle forward. Without a plan it is impossible to know what to focus on or where and how to spend your precious time and energy.

WHAT IS INVOLVED IN CREATING A BUSINESS PLAN?

This document is a comprehensive all-in-one guide that will take you step by step through the easy process of creating a solid business plan for your blogging or entrepreneurial business!

There are 5 sections inside:

1. Define and serve your audience (within this section is a complete Avatar Creation Guide!)
2. Define your business
3. Find and evaluate competition
4. Network and collaborate
5. Visions, goals and an action plan



HOW TO MOVE THROUGH THIS GUIDE

Move through each section from start to finish and complete each pink **Summary and Action** page before moving onto the next section. If you are viewing this document in Adobe Acrobat, the text blocks throughout are electronically fillable.

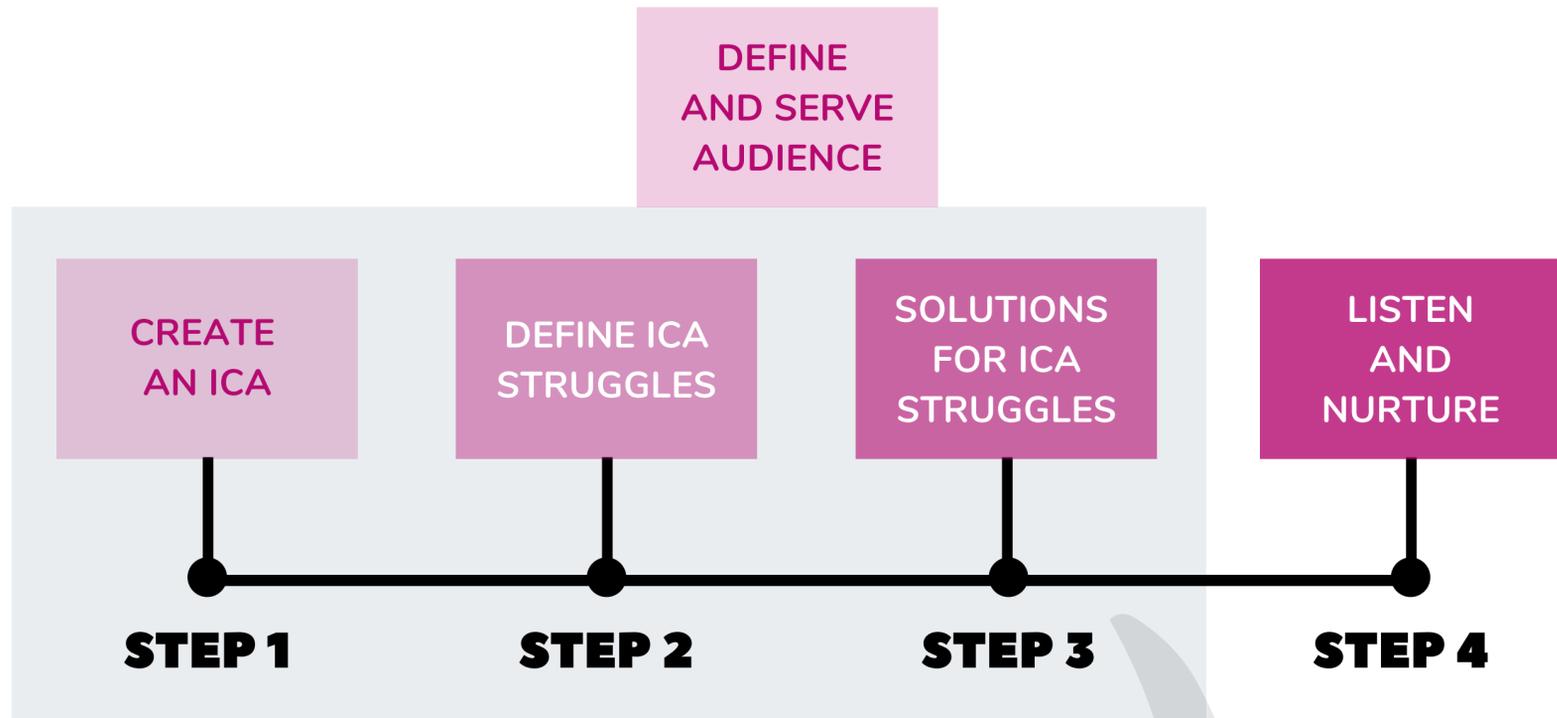
This plan is more than just a plan. Once completed, it should be referenced weekly, at minimum, in order to stay on track and to keep your plans and goals relevant.

Completing your business plan is not the end goal. Keeping a close eye on it as your business grows is the end goal. If you do this, your business will thrive in incredible ways.

FOR HELP WITH ANY PART OF THIS PLAN, JOIN US IN THE EAT BLOG CONNECT FORUM TO DISCUSS!

Blogger/Entrepreneur Business Plan

SECTION 1



IT IS IMPOSSIBLE TO MAKE AN EFFECTIVE PLAN FOR YOUR BUSINESS IF YOU DON'T KNOW WHO YOU ARE SPEAKING TO.

It's futile creating content for someone who is not well-defined. When you create an ideal customer avatar (ICA) for your business, you will be one step ahead of your competition and you will have laid a solid foundation for creating an effective way to plan your content and move forward with your business.

TO COMPLETE STEPS 1-3

FILL OUT THE AVATAR CREATION GUIDE FOUND ON PAGES 4-9 OF THIS DOCUMENT.



Avatar Creation Guide



WHAT IS AN AVATAR?

An avatar is a single person who is going to represent the perfect user or customer for your business. He or she is the person who cannot WAIT for you to create and publish your content because what you offer is going to solve a big problem for them.

WHY DO I NEED AN AVATAR?

It is impossible to create content for someone who is not well-defined. When you create an ideal customer avatar for your business, you will be one step ahead of your competition and you will have laid a solid foundation for creating an effective way to plan your content and move forward with your business.

IT IS IMPOSSIBLE TO MAKE AN EFFECTIVE PLAN FOR YOUR BUSINESS IF YOU DON'T KNOW WHO YOU ARE SPEAKING TO.

Avatar Creation Guide

LET'S CREATE YOUR IDEAL CUSTOMER AVATAR!

STEP 1 - Gather information about your audience!

Log into your Google Analytics account and click AUDIENCE on the left side of the screen, then DEMOGRAPHICS and OVERVIEW. Note your main gender and age demographic.

Now click on INTERESTS and OVERVIEW (still underneath AUDIENCE) and check out what your audience's main interests are. Note which AFFINITY CATEGORIES are toward the top of the list.

Now head over to Instagram and tap on INSIGHTS, which can be found inside the 3 stacked lines in the upper right part of your screen. Now tap AUDIENCE and see if these demographics align with the ones from Google Analytics.

Log your findings about age, gender and interests:

STEP 2 - Give your avatar a name!

At this point you might have an idea about what type of person your avatar is. He or she is slowly being brought to life. Your avatar is going to need a name! Name him/her now or come back to this step once it comes to you. (It **will** eventually come to you.)

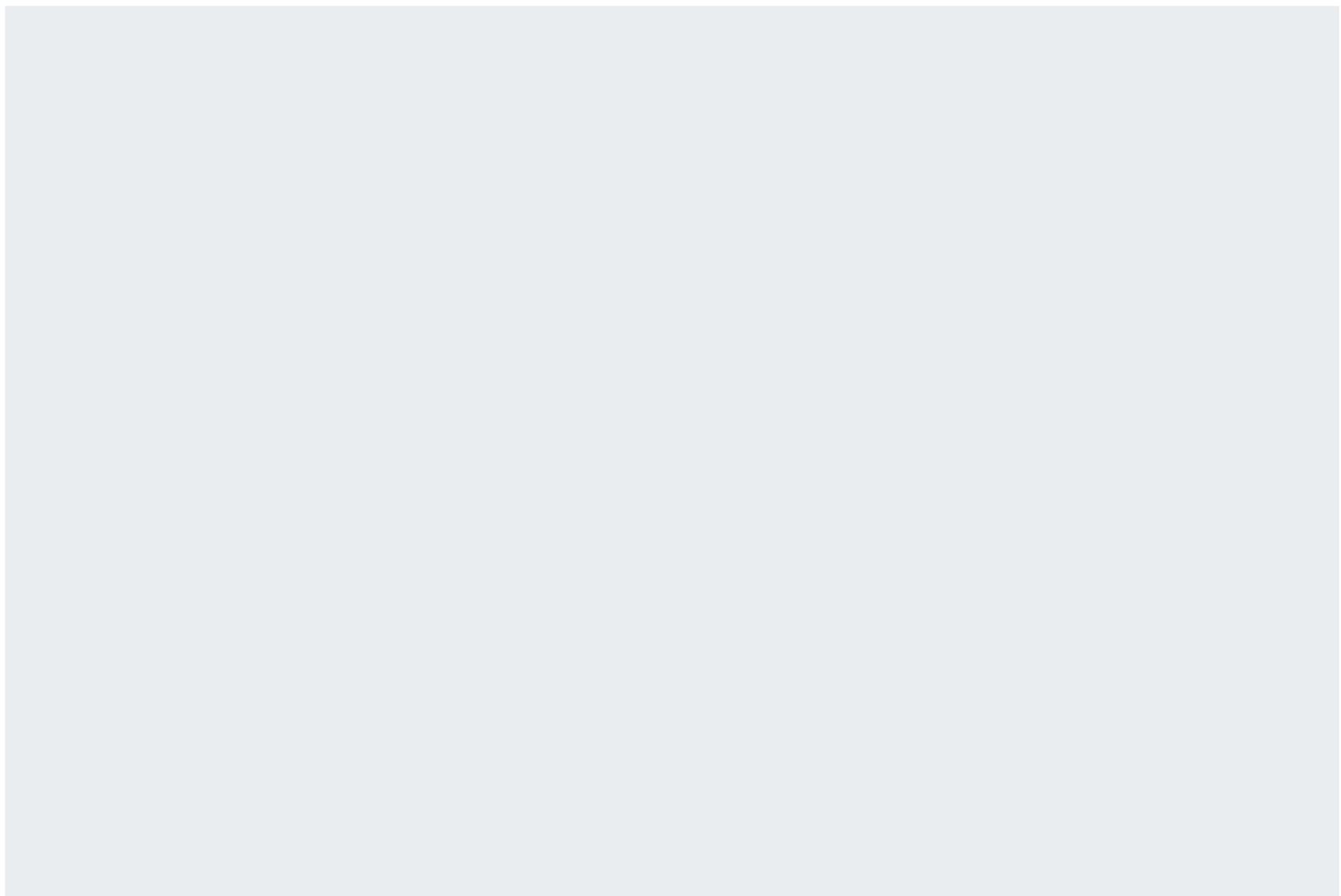
My avatar's name is:

STEP 3 - Fill in the gaps about your avatar!

Now it's time to **really** start bringing your ideal avatar to life! Think through some of the details about his or her life. Consider the following questions:

- Is she/he married or single?
- Does he/she have children? If so, how many and what are their ages?
- What are his/her hobbies?
- What things does she/he love the very most in the world?
- Does he/she work full-time?
- What sort of job does he/she have?
- What does he/she look like?
- Does he/she have a busy life? Or a more laid-back one?

Log your discoveries about your avatar's life and interests:



If you struggle with filling in these details, spend the next few days leaning into your audience. Pay really close attention to the emails and comments and direct messages you receive from your people asking for help or resources or even just emails from people stopping in to say hello. Put thought into who is behind the message. Note their tones and the details about their lives and personalities.

STEP 4 - Define your avatar's struggles!

Find someone or a few someones who fit the description you've put together so far. This will give you access to real-life people who represent your avatar. Potential places to look for these people are:

- Facebook groups or other forums that align with their specific interests
- Instagram
- Your email inbox!

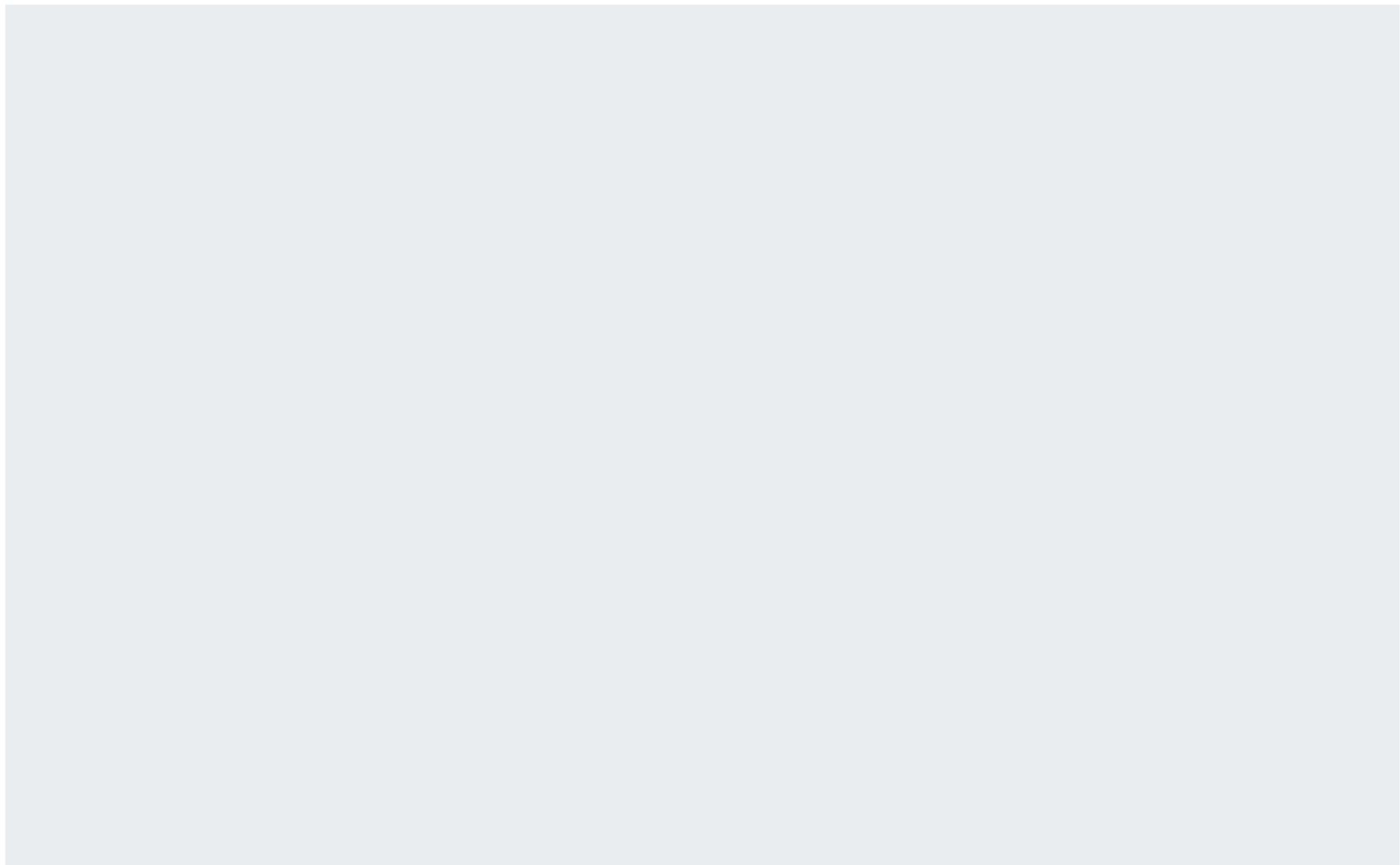
Once you find them, ask if it would be ok if you asked them a few questions. Something like this works great:

“Hey Karen! I've been seeing your name pop up a lot in my IG comments and just wanted to thank you for being such a loyal reader! In an attempt to deliver the content that exactly aligns with what my audience needs, I'd love to ask you a few questions.

Does this sound ok?”

And once you get the answers to those questions, you suddenly have GOLD sitting in your avatar-making hands! Use this valuable information to define your avatar's struggles and write them out:

- What does he/she struggle with?
- What things get in the way of leading a fulfilling/happier/more peaceful life?

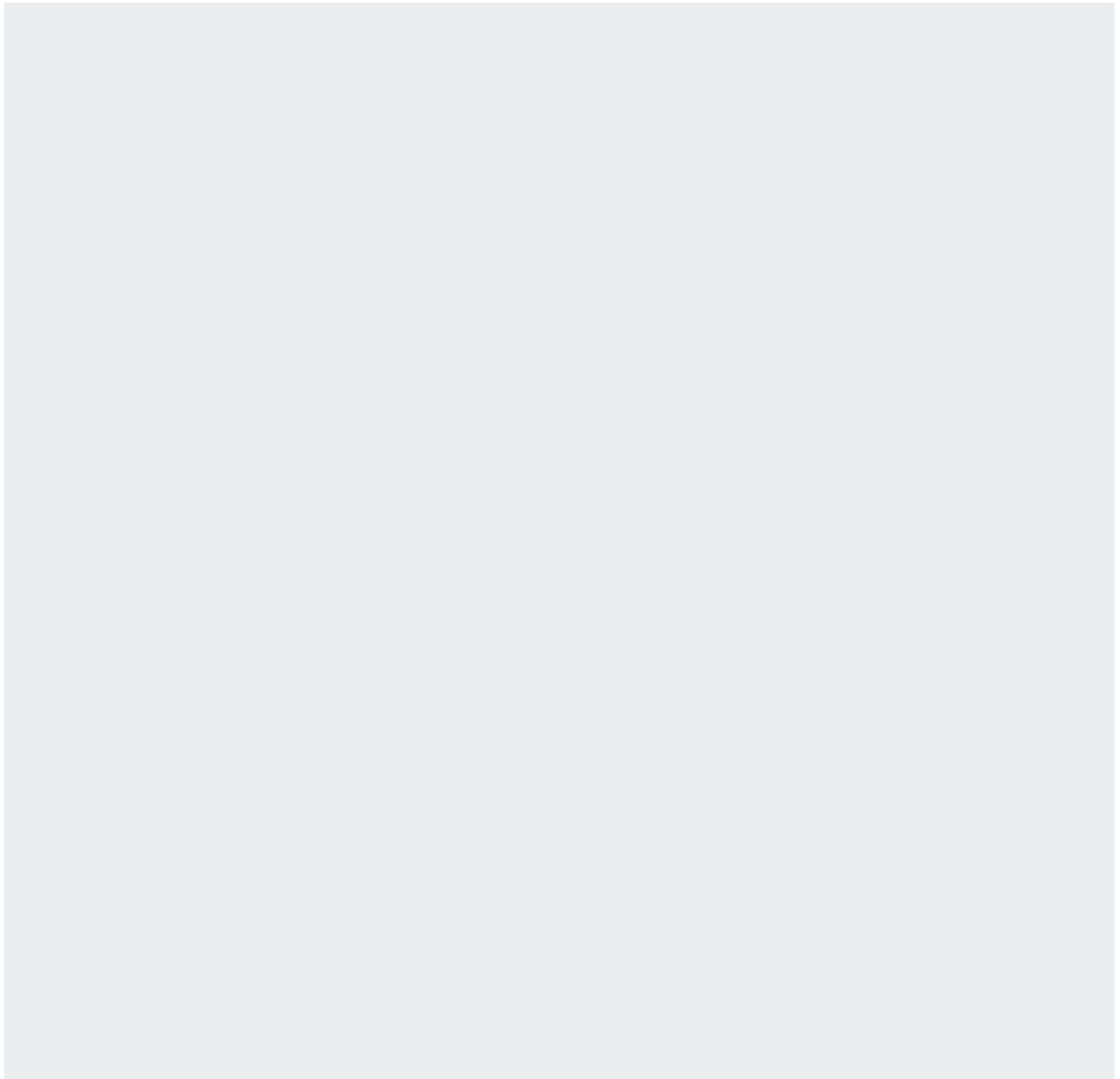


STEP 5 - Strategize about ways to solve your avatar's problems.

There is one last important step you need to figure out, which is **what your avatar needs from you** in order to solve his/her problems, simplify his/her life and alleviate stress.

Evaluate your avatar's struggles and brainstorm ways you can help him or her:

- Is there an ebook that would provide your avatar with a ton of value?
- Would a series of blog posts solve a big problem they're having?
- Maybe reorganizing the way you present information on your website would be helpful?
- Could there be an email series or an email challenge you could create that would eliminate a challenge for them?
- What about a helpful guide or cheat sheet?



STEP 6 - Compile all of your avatar's information and put it in one place!

Now it's time to bring your avatar to life! Create a visual representation of him/her by using a website such as avatarmaker.com and pair that with a succinct bio. Put all of the information in a single spot, such as a Word document or pdf file or you can even create a graphic that can be printed. **Or send me back your completed Avatar Creation Guide and I will put together a graphic similar to the one below (email megan@eatblogtalk.com for details)!**

WHEN YOU CREATE AN IDEAL CUSTOMER AVATAR FOR YOUR BUSINESS, YOU WILL BE ONE STEP AHEAD OF YOUR COMPETITION AND YOU WILL HAVE LAID A SOLID FOUNDATION FOR CREATING AN EFFECTIVE BUSINESS PLAN. IT IS IMPOSSIBLE TO MAKE AN EFFECTIVE PLAN FOR YOUR BUSINESS IF YOU DON'T KNOW WHO YOU ARE SPEAKING TO.

Here is my own user avatar that represents my ideal customer for my food blog, Pip and Ebby.



Jane

Jane is 32 years old, married and has 2 young boys. She works full-time and has a busy work and home life. She does not adhere to any specific diet. She eats mostly healthy foods but loves to throw comfort and indulgence into her menus, especially when entertaining.

WHAT JANE LOVES: Jane loves to cook and bake, but what she loves most is bringing loved ones together to enjoy food and good company. Creating flavorful food that gets devoured is very important to her, but recipes must also be able to come together as easily as possible.

JANE'S STRUGGLES: Entertaining is important to Jane and she always aims to impress with her flavorful and comforting dishes, but this can be exhausting. She stresses about serving the right food and usually by the time everyone is ready to eat, she's ready for a nap.

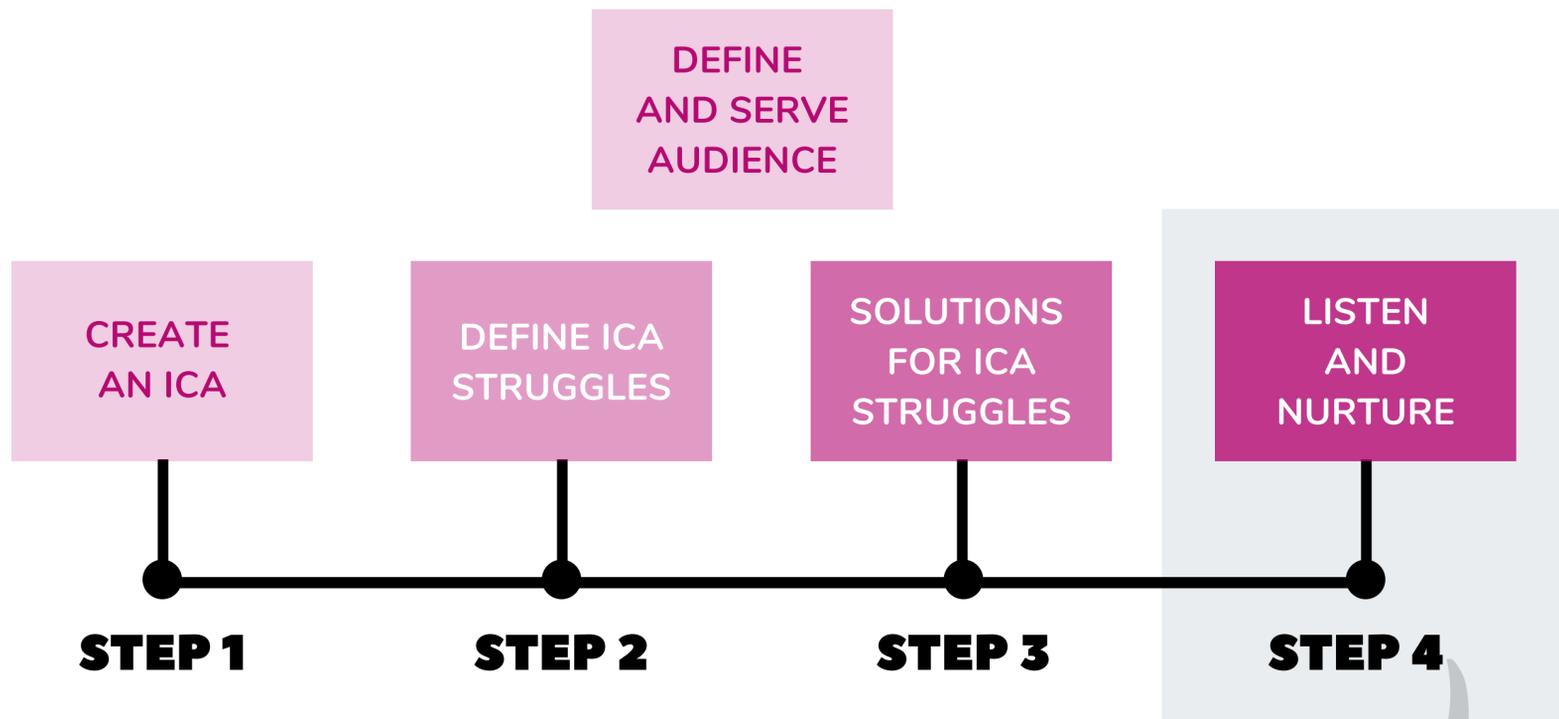
WHAT JANE NEEDS: She needs to find a seamless way to get tried and tested foods on her dinner and party tables with ease and minimal stress so she has the energy to enjoy her much-desired time with loved ones! Time in the kitchen must be streamlined, making recipes with as few ingredients as possible and with a certain outcome of success.

By reading through Jane's profile, you get a very accurate snapshot of her life, what she loves, what her struggles are and what she needs from me. This information helps me with my messaging on all platforms, it tells me exactly which recipes I need to make and what information within each recipe post I need to provide. When in doubt, I pull out Jane's profile and I ask her what I can create that will make her life easier.

YOUR AVATAR WILL BE YOUR GUIDE AS YOU CREATE AMAZING CONTENT!

Blogger/Entrepreneur Business Plan

SECTION 1



STEP 4

LISTEN AND NURTURE

Your avatar will likely evolve over time, so it is important to stay in touch with him/her. You don't want to lose that connection you have established with your audience! Once you find your ICA you need to be constantly listening to and nurturing him/her. Stay immersed in their needs and wants.

Ways to listen to and nurture your ICA/audience (this is ongoing!):

- Send out regular emails letting your audience know you're still around. Ask for their feedback and welcome them to reply directly to you with questions or comments. When they reply (and they **will** reply if you invite them to!) send back sincere responses and also LISTEN closely to what they are telling you. Their needs may evolve, so don't ever stop listening.
- Send out periodic surveys asking your audience what their current needs, struggles, likes and requests are. Again, listen closely to what they tell you.
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Use the box below to brainstorm specific methods and time frames for listening and nurturing.

Examples: I will send one survey to my email list quarterly. I will reply to every comment on Instagram daily. Once a week, I will send an email to my subscriber list inviting a response.

Blogger/Entrepreneur Business Plan

SECTION 1

DEFINE
AND SERVE
AUDIENCE

SUMMARY AND ACTION

You have completed Section 1 in creating a Business Plan, which means you have:

- Created an Ideal Customer Avatar (ICA) for your business
- Defined your ICA's main challenges
- Come up with solutions for your ICA's struggles
- Brainstormed ideas about how to continually listen to and nurture your ICA

Fill in the details below about your ICA.

General details (name, age, marital status, hobbies, etc):

What he/she wants and loves:

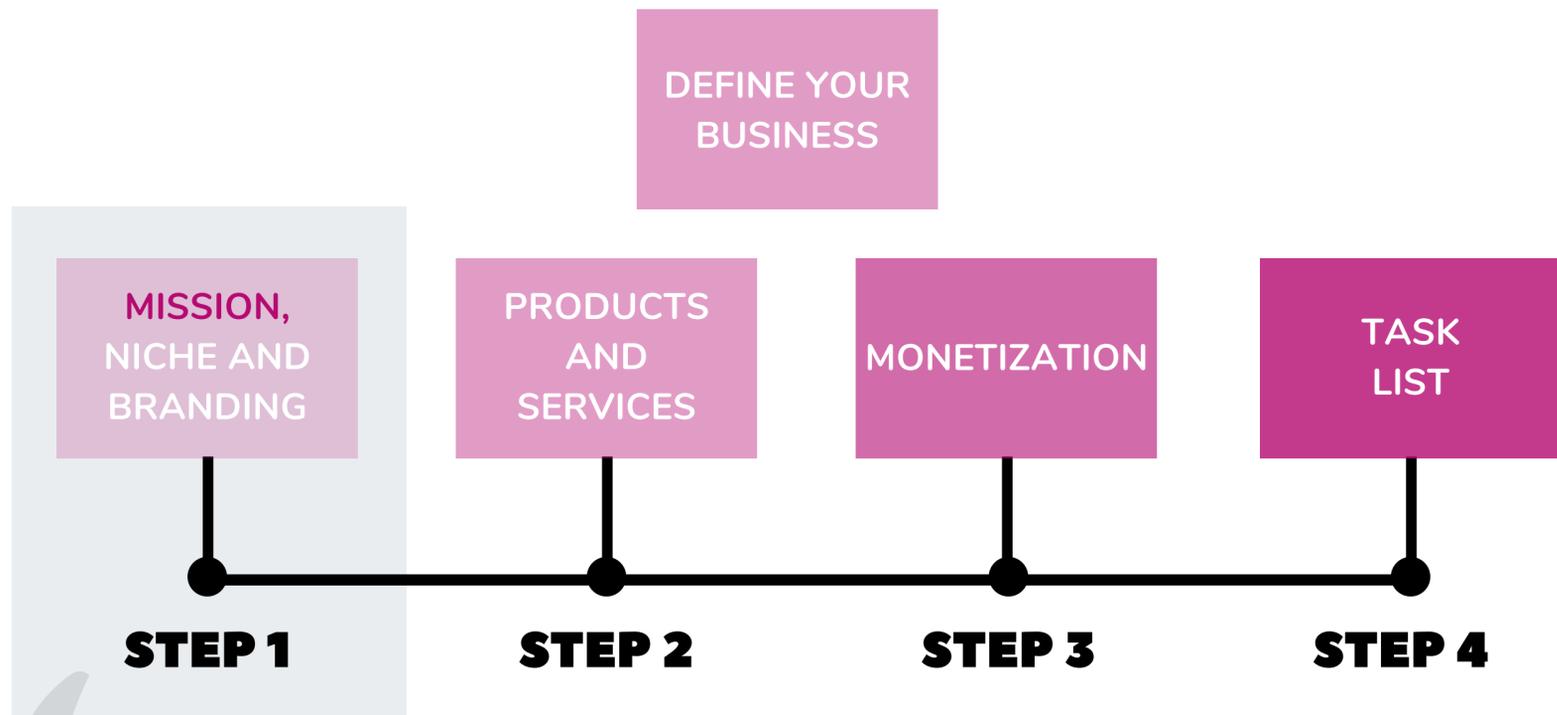
Main struggles:

Ways you commit to helping solve his/her problems:

Ways you commit to listening to and nurturing your audience:

Blogger/Entrepreneur Business Plan

SECTION 2



DEFINING YOUR BUSINESS WILL BRING CLARITY

This is a step in the process of creating a business plan that is tempting to skip because it seems like defining our businesses should be obvious. Once you dive in, you will find that massive amounts of clarity start emerging that will help you set goals, have a clearer focus and also earn more money.

STEP 1

CREATE A MISSION STATEMENT

Creating a mission statement for your business will clarify audience (WHO), purpose (WHY), tasks (WHAT) and direction (HOW) for you, your employees/contractors and the audience you serve.

Who, why, what, how.

You've already defined your WHO in Section 1, so you're one step ahead! **Describe your avatar and his/her main desires in 2 sentences or less below.**

WHO:

You know who you're serving. Now think about WHY you serve them. What inspires you to create the content you create? Maybe you were once your user and can relate to needing a guide in this area? Or maybe it's as simple as you finding immense pleasure in baking elaborate cakes. Or maybe writing about cocktails relieves stress. **Write some thoughts below.**

WHY:

Blogger/Entrepreneur Business Plan

There are many things you do to keep your business afloat, but try to be succinct about **WHAT** you do. **In 2 sentences or less, describe your job.** Example: I create video, blog and social media content for people who consume vegan dinner recipes.

WHAT:

Now explain in **2 sentences or less HOW** you are able to deliver the content that you deliver. Example: I deliver relevant content to my audience by staying current with trends, engaging with my readers, honing my skills and collaborating with peers.

HOW:

Put it all together!

Mission statements should be short and sweet, ideally no more than 2 sentences. They should convey authenticity, authority and a quick snippet of value. Let's run through an example so you can see how to condense information about a business to create a succinct mission statement.

EXAMPLE: TURN WHO-WHY-WHAT-HOW STATEMENTS INTO A MISSION STATEMENT

Below is an example of WHO, WHY, WHAT, HOW statements with key words highlighted in red.

WHO: My ICA is a mom in her 30s who **enjoys a healthy lifestyle** and who **appreciates easy, approachable, vegan dinner recipes** to feed to her family.

WHY: I was once overweight and depressed and changing to a mostly vegan diet **transformed my life**. I am extremely **passionate about this diet** and living a healthy lifestyle.

WHAT: **I create** video, blog and social media **content** for people who consume **vegan dinner recipes**.

HOW: I deliver relevant content to my audience by **staying current** with trends, **engaging** with my readers, **honing** my **skills** and **collaborating** with **peers**.

The highlighted words turns into the below mission statement:

With a deep passion for the vegan diet and its benefits, Blog X creates approachable vegan dinner recipes that create healthy minds and bodies. We are committed to staying current, engaged and consistent to deliver valuable content our audience craves and devours.

Blogger/Entrepreneur Business Plan

CREATE YOUR MISSION STATEMENT

Highlight your own key words from your WHO, WHY, WHAT, HOW statements and create your own mission statement. **Write it out below.** Remember to keep it short and sweet!

WHAT TO DO WITH YOUR MISSION STATEMENT

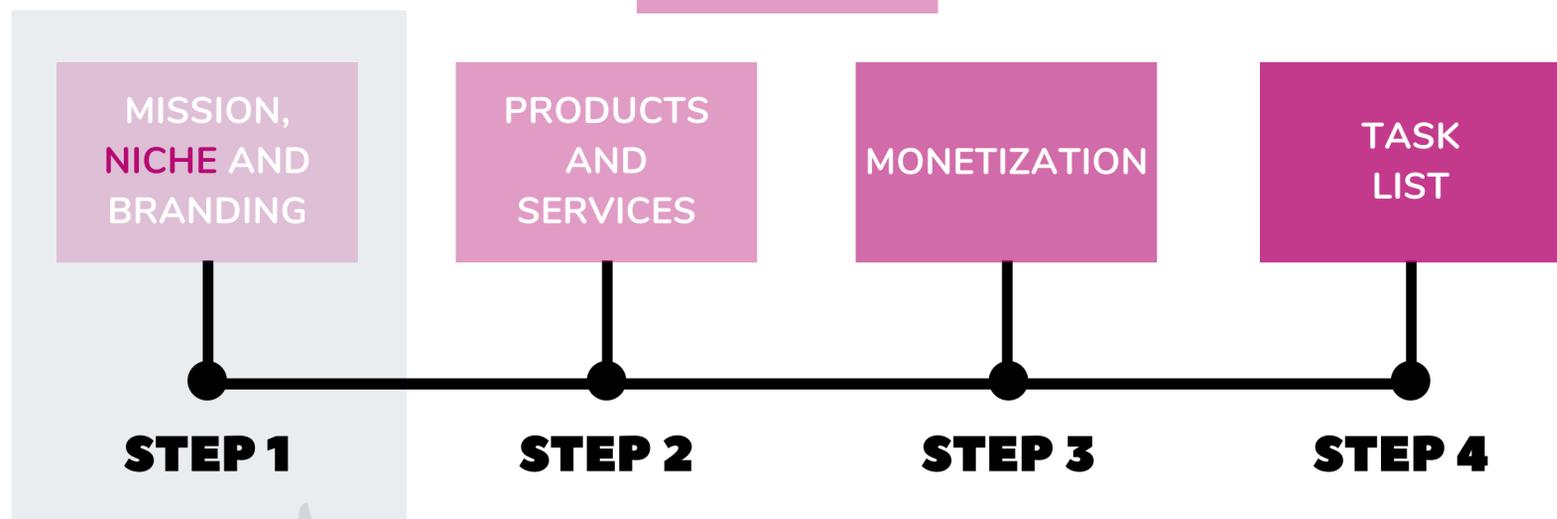
So you've created a succinct, well-worded mission statement that captures the essence of your business. Now what?!

- Put it at the top of your ABOUT ME page on your blog.
- Read it daily and weekly to stay focused on your who, why, what and how.
- Consider turning it into a graphic, printing it out and hanging it in your office.
- Remember that your mission statement will change over time and that is ok! Revisit and revise as needed. It will mature, just as you and your business mature.
- If you ever feel confused about what, how or why to create or who you're creating for.. read your mission statement and let it guide you!

Blogger/Entrepreneur Business Plan

SECTION 2

DEFINE YOUR BUSINESS



STEP 1

DEFINE YOUR NICHE

What is a niche?

A niche is a specific topic you create content around to deliver to a unique audience. When your niche is clearly defined, you attract exactly the right people you're creating content for.

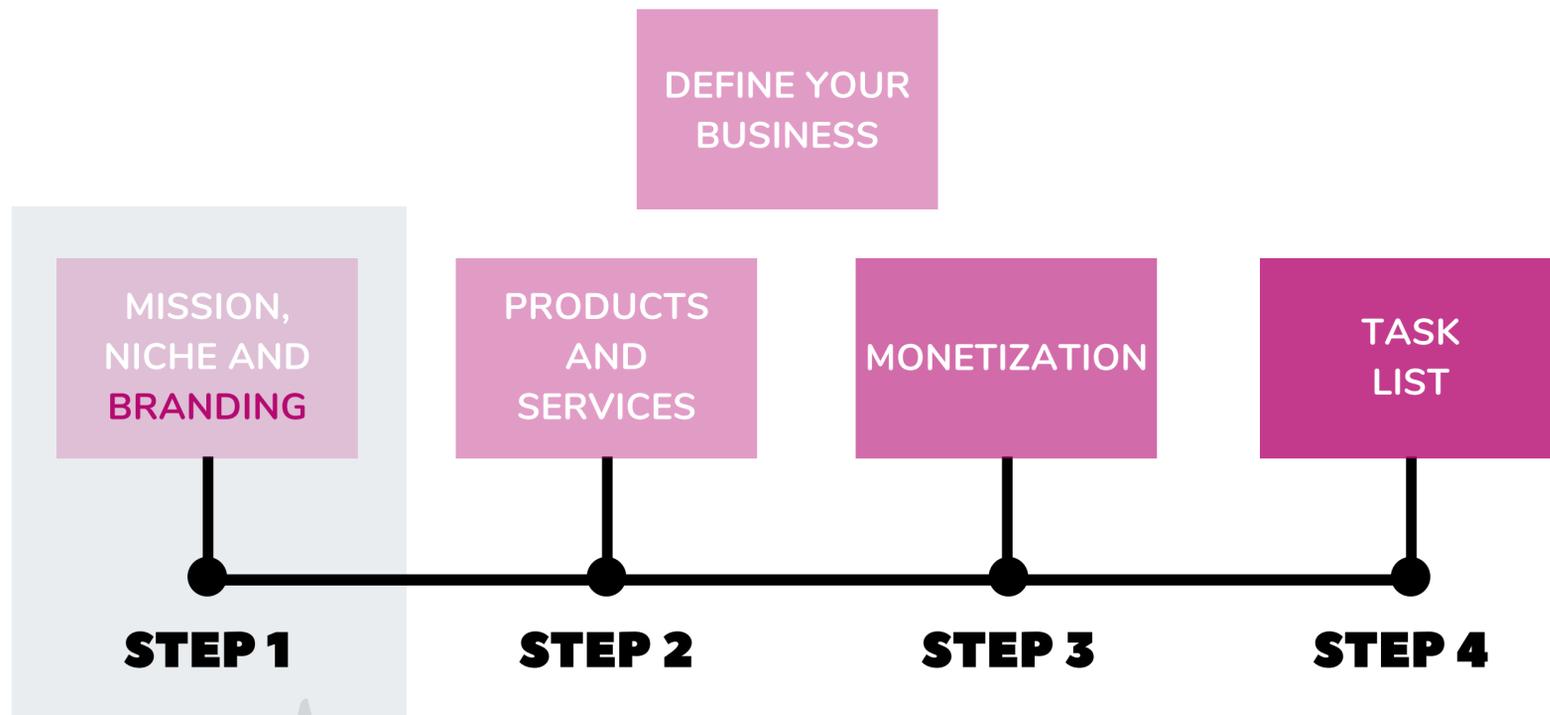
Whether your entrepreneurial niche is broad or super specific, it needs to be defined.

Write it below.

Example blog niches: gluten-free comfort food, restaurant copycat dinner recipes, vegan dinners, recipes using only Aldi ingredients, holiday party food..

Blogger/Entrepreneur Business Plan

SECTION 2



STEP 1

DEFINE YOUR BRANDING

What is branding?

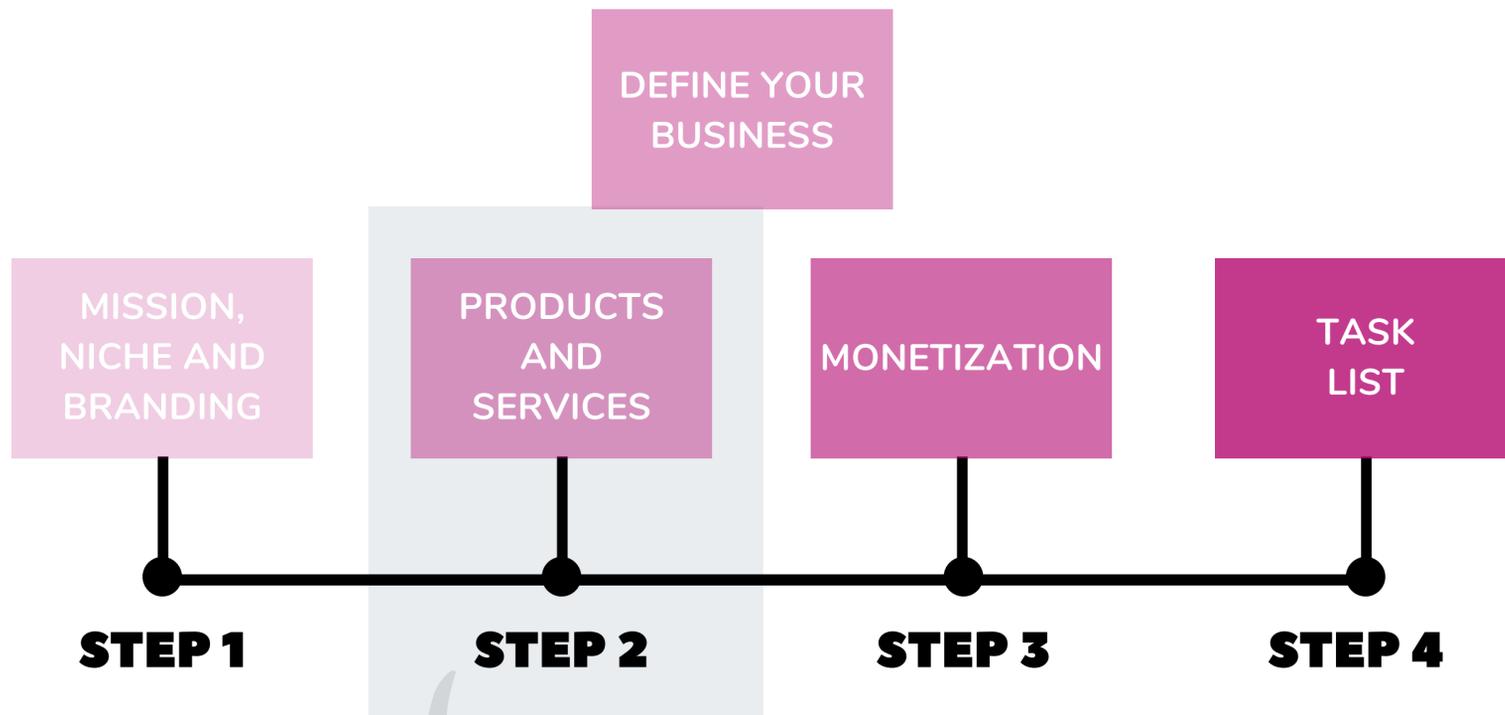
Branding is the way your audience perceives and experiences your content. Well-branded blogs will invite people to return for more.

Use the space below to write details about your current branding and also what could use improvement. Consider the following first:

- Your logo should be simple, appealing and consistent across platforms.
- A solid About page should be easily accessed on your site.
- Writing style, colors, design and fonts should be consistent.
- You should be able to define your style of communication.
- You should also come across as being an authority in your niche and your content should be of good quality and delivered on a consistent basis.

Blogger/Entrepreneur Business Plan

SECTION 2



STEP 2

PRODUCTS AND SERVICES

Writing out a list of all of the products and services you provide will be helpful in giving you direction. **Start by writing out everything you currently provide in the space below**, including all freebies.

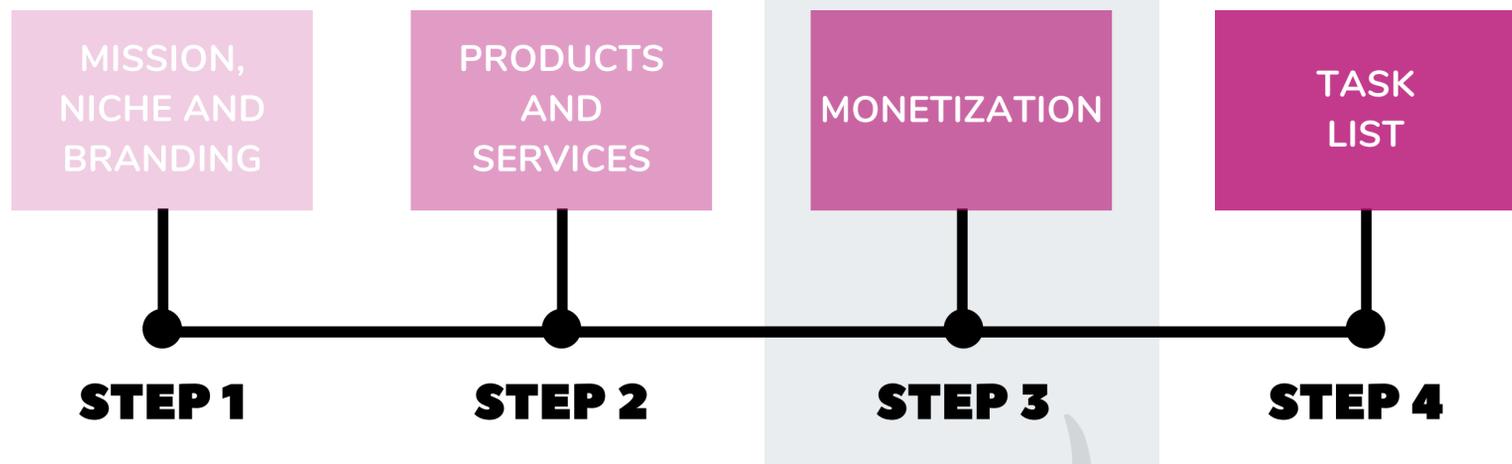
Consider: blog content, ebooks, cookbooks, email welcome series, email quick start guides, printables, physical products, coaching, worksheets, courses, audits, etc.

Now write some ideas about products or services you would like to provide in the coming year.

Blogger/Entrepreneur Business Plan

SECTION 2

DEFINE YOUR BUSINESS



STEP 3

MONETIZATION

Monetization is a huge piece of the puzzle for entrepreneurs, especially in this constantly-evolving world of ours. **Write out all of the ways you currently earn money.**

Consider: ad revenue, course sales, cookbook or ebook sales, affiliate programs, sponsored work, product sales and coaching.

Now write out ways you'd like to diversify your income in the coming year.

Note any financial goals you have for your business in the coming year.

Blogger/Entrepreneur Business Plan

PEOPLE

Of the tasks listed on the previous pages, is there anything you would like to reassign to a different person? **Write those notes below.**

SKILLS

Of the tasks listed on the previous pages, is there anything you would like to do more of or improve upon? For example, if you are a food blogger, perhaps you'd like to improve your photography skills. **Write those notes below.**

STREAMLINING AND PRODUCTIVITY

Reviewing the tasks listed on the previous pages, is there anything that stands out that could be streamlined that would increase productivity? For example, if two different people write copy for different social media platforms, it might be more efficient to have one person do both. **Write those notes below.**

Blogger/Entrepreneur Business Plan

SECTION 2

DEFINE YOUR
BUSINESS

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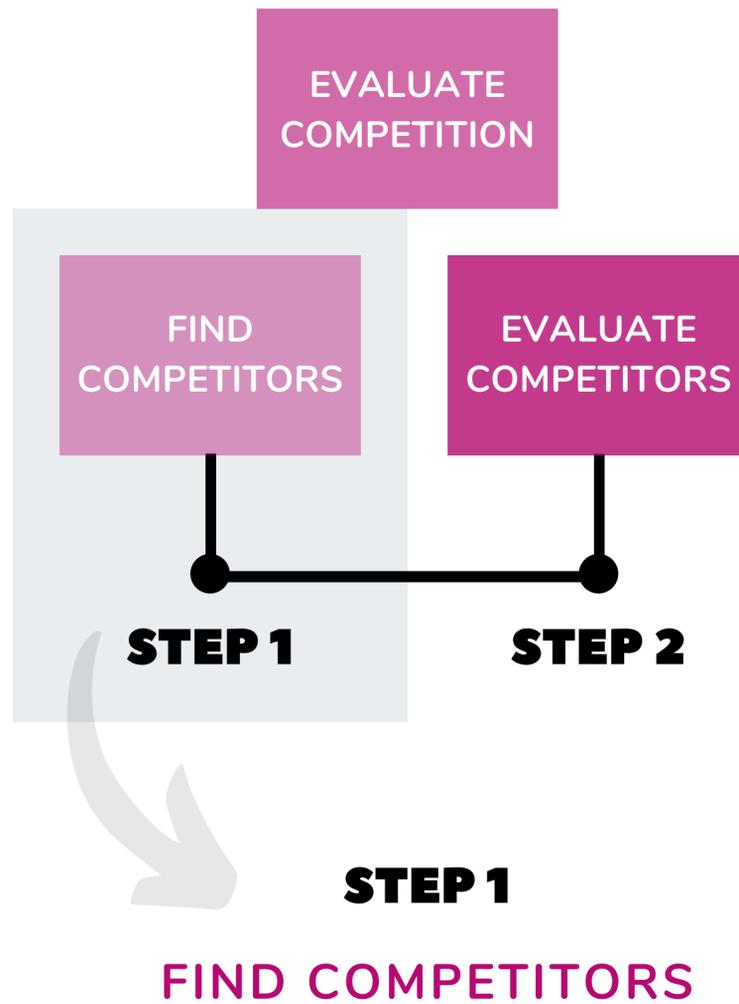
New products and services to incorporate into your business in the coming year:

New ways to monetize your business in the coming year:

People or tasks to work toward shifting around that will make your business more productive:

Blogger/Entrepreneur Business Plan

SECTION 3



It is important to keep a peripheral eye on your competition without obsessing over your competition. As entrepreneurs, it is easy to get caught up in the comparison trap, which can be a very damaging and negative place to find yourself in. **Use caution as you move through this step!** You are evaluating competitors for research purposes only. Remember that everyone has his or her own unique story, journey and path and your uniqueness is needed in this world!

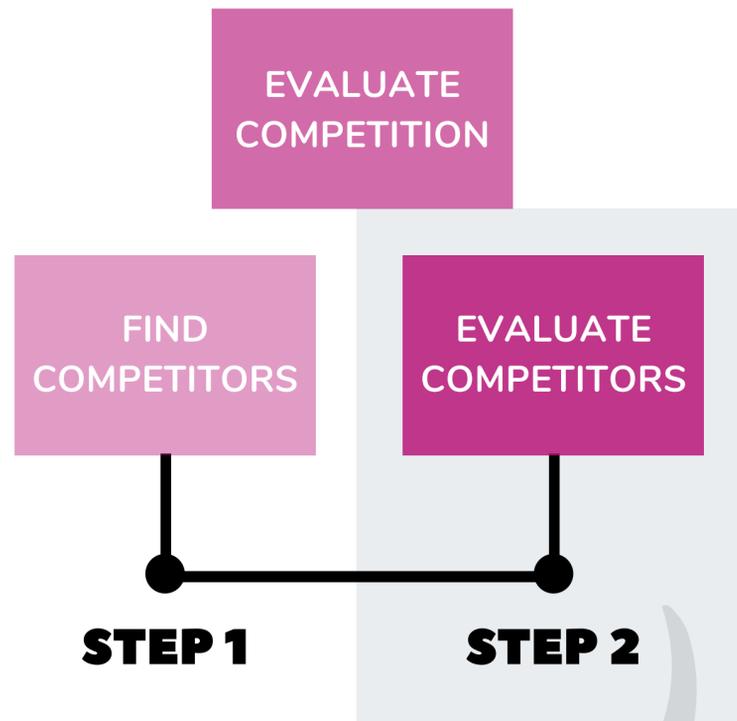
List below 5-8 entrepreneurs in the same field whose work you admire. Select business owners who have found success on different platforms. For example, include someone whose YouTube videos inspire you. Include another business who has the most intuitive and attractive blog you could conjure up. And maybe another who has zillions of raving Facebook fans.

INFLUENCER

URL/ACCOUNT

Blogger/Entrepreneur Business Plan

SECTION 3



STEP 2

EVALUATE COMPETITORS

Now it's time to evaluate those competitors who inspire you! Take some time to browse through your favorite creators' content. Spend quality time with it! **Use the space below to note what stands about their pages/accounts and which strategies work well for them.**

A large, empty light grey rectangular area provided for taking notes on competitor analysis.

Blogger/Entrepreneur Business Plan

SECTION 3

EVALUATE
COMPETITION

SUMMARY AND ACTION

You have completed Section 3 in creating a Business Plan, which means you have:

- Pinpointed 5-8 influencers in your field who inspire you
- Evaluated your competition's content and noted what you love and which strategies clearly work well for them

Fill in the details below about your competition.

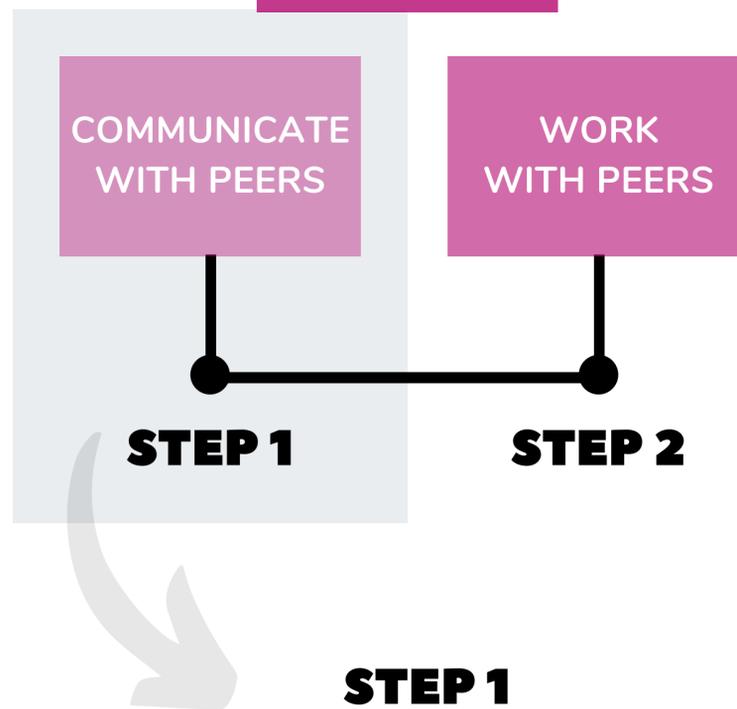
Based on the inspiration and strategies you gathered from your favorite competitors, which pieces can you implement in your own content (remember not to COPY, but to recreate elements that inspire you in your unique way):

Write out a time commitment for peeking back in with your favorite competitors. Example: I'll continue to evaluate their content and strategies once/month.

Blogger/Entrepreneur Business Plan

SECTION 4

NETWORK
AND
COLLABORATE



STEP 1 COMMUNICATE WITH PEERS

It is important that you find peers within your field because having them as a part of your life and business will help you grow and thrive. Having the ability to bounce ideas and struggles off like-minded people is an important part of your business. But first we have to find those peers! Here are a few ideas about where to find them:

- Utilize groups and forums (on and off Facebook) - Eat Blog Connect is a great FREE place for food bloggers to convene!
- Attend food blogging and entrepreneurial conferences and be intentional about establishing in-person relationships.
- Reach out to people who inspire you via email or direct message and strike up a friendship.
- Comment on your favorite content regularly on Facebook, Instagram and blogs.
- Start or join a mastermind group.

In the space below, note ways you commit to keeping up communication with peers:

Blogger/Entrepreneur Business Plan

SECTION 4

NETWORK
AND
COLLABORATE

COMMUNICATE
WITH PEERS

WORK
WITH PEERS

STEP 1

STEP 2

STEP 2

WORK WITH PEERS

Once you have established relationships with peers, team up with them to create projects, products and services that will serve your audiences better. Two minds are better than one!

Ways you can work together with your peers:

- Plan a blogging retreat.
- Create a mastermind group.
- Find an accountability partner and touch base regularly to stay on track with projects.
- Establish a trusted circle to bounce ideas and problems off of when needed.

In the space below, write out a few ways you commit to working with peers:

Blogger/Entrepreneur Business Plan

SECTION 4

NETWORK
AND
COLLABORATE

SUMMARY AND ACTION

You have completed Section 4 in creating a Business Plan, which means you have:

- Listed ways to increase communication with peers
- Brainstormed ways to collaborate with peers

Fill in the details below about your peers.

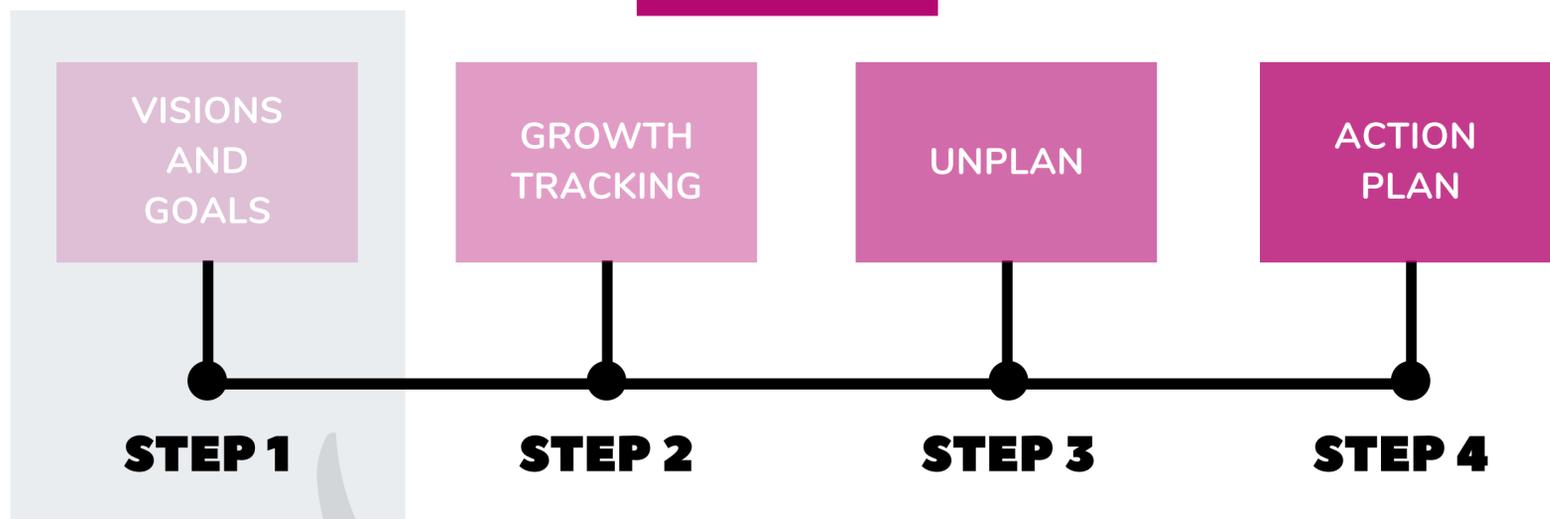
Write out 3 goals for increasing communication with peers:

Write out 3 goals for collaborating with peers:

Blogger/Entrepreneur Business Plan

SECTION 5

VISIONS,
GOALS AND
ACTION PLAN



STEP 1

STEP 2

STEP 3

STEP 4

STEP 1

VISIONS AND GOALS

1-year and 3-year visions.

Visions are the things that keep our goals at the top of our minds. Goals are important, yes, but visions are even more important. What visions do you have for your business three years AND one year from today? Don't be afraid to dream big here! Tap into emotion (see this guide for inspiration) to figure out what lights you up about your business or life. **Reference the pink sheets you have filled out in this document to find those visions that stand out the most.**

Vision examples:

I will have a large network of like-minded peers.

I will be outsourcing all social media accounts.

I will have a website redesign that I love.

I will be bringing in a lot more money.

I will have a large bank of video content.

I will have launched a physical product.

Use the space below to write out 3-6 visions that speak to you most. Include both 1-year and 3-year visions and dream as big as you want with this! It is ok to be general when dreaming up visions.

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3-month goals.

Visions are more generic and can extend a year or more into the future, making them guides for our goals. Goals are specific things we want to accomplish that support our visions, so we don't want to think too far into the future with them. 3 months is a good time frame for making and reaching goals, so that is what we will focus on here. **This section will need to be referenced often** and once you've met your first set of 3-month goals, make more! Don't stop with this.

I created an in-depth course called *It's Time for Your Business to Skyrocket Without the Overwhelm* that dives really deep into creating visions, goals and a killer plan to make your business thrive in incredible ways. **Use code BUSINESSPLAN for 25% off the entire course.**

Take 2-3 of the visions you wrote down on the previous page, the ones that light you up the most about your business. Work backward from each vision to create goals that can be achieved in the next 3 months and that support each vision.

Here are a few examples:

1-YEAR VISION: I will be outsourcing all social media accounts.

3-MONTH GOAL: Find and train a VA and have Facebook account entirely off my plate.

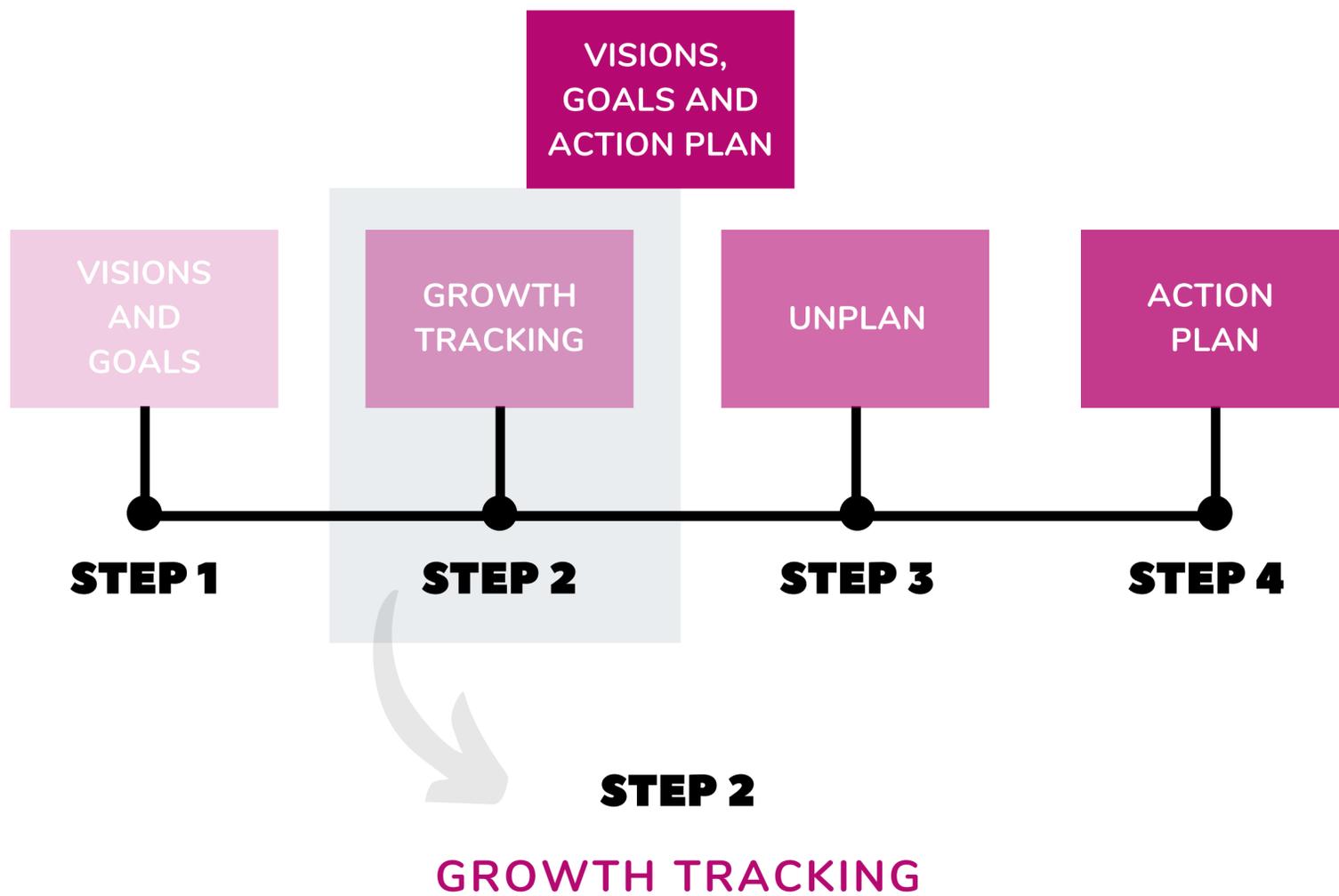
1-YEAR VISION: I will have a large network of like-minded peers.

3-MONTH GOAL: Start a mastermind group and attend 1 conference.

Write out your visions and goals below. Don't go too crazy with this or it may get overwhelming. Brainstorm no more than 3 visions.

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SECTION 5



An important piece of carrying on with a plan is having information about how you are growing and progressing. Growth is important to track, but don't allow yourself to get obsessed with it. Use the Excel sheet I've created to track growth on different platforms or create your own in Google Docs to do this.

Recommendations for logging growth (log monthly):

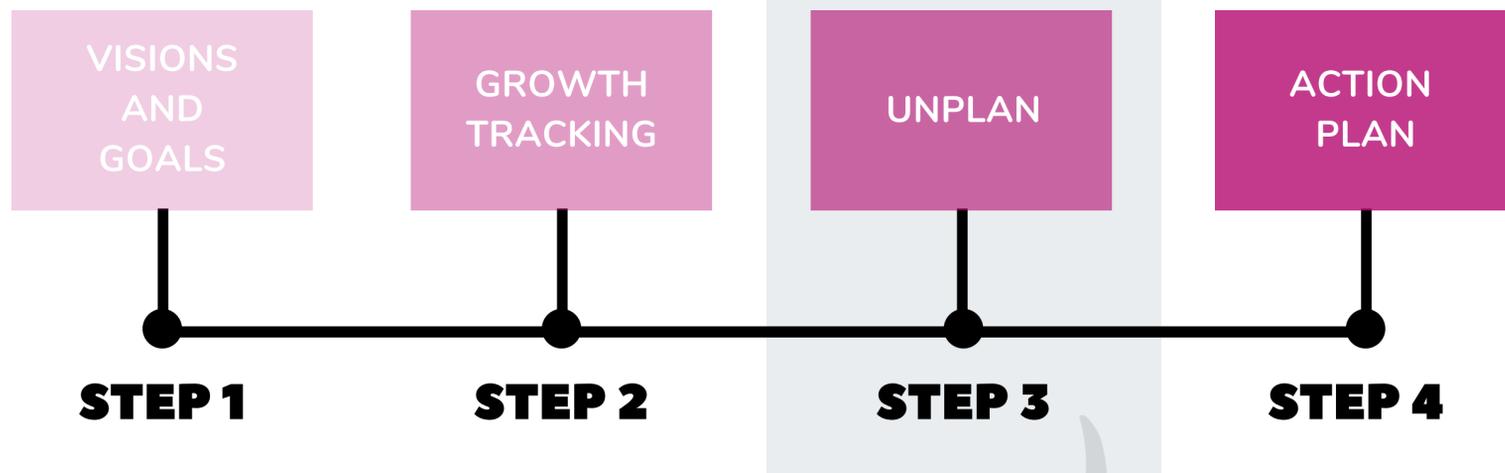
- Website pageviews (grab this info from Google Analytics)
- Pinterest followers
- Instagram followers
- Facebook likes
- Email subscribers

Any time you are feeling frustrated about your growth, reference your tracking sheet to see that over time you are always making progress!

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SECTION 5

VISIONS,
GOALS AND
ACTION PLAN



STEP 3

UNPLAN

Also put thought into things you wish to exclude from your business in the future. This UNPLAN will become a part of your plan. There are always going to be those parts of your business that you'll want to eliminate and that's what this section is for.

Examples:

I no longer want to work in the evening.

I don't want to touch my Facebook account this year.

I want to take 2 months off work this year (but keep my business running by planning ahead and utilizing VAs).

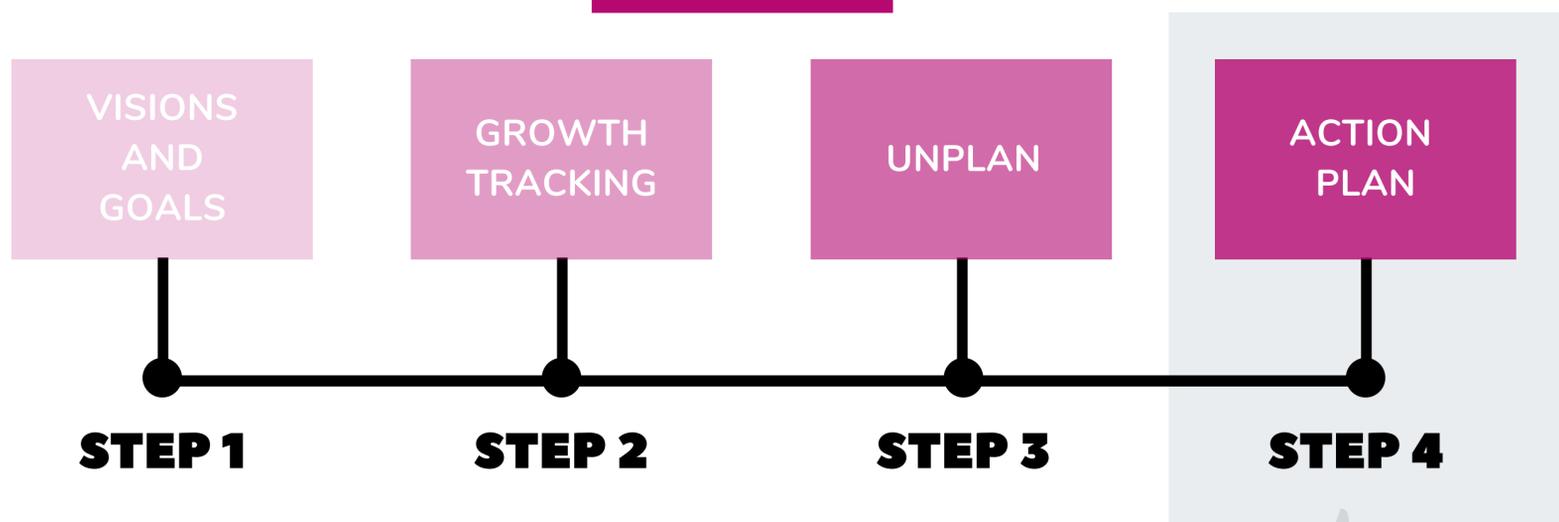
I want to step back from checking /replying to emails for 3 months as a test (and let a VA take over).

Use the space below to think through things you want to UNPLAN in the coming months:

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SECTION 5

VISIONS,
GOALS AND
ACTION PLAN



STEP 4

ACTION PLAN

You've come so far! You have thought through so many different pieces of your business and you are ready to put everything into action so your business can thrive. NICE WORK!

Before diving into the final Summary and Action pages that follow, I recommend reviewing what you've written in your plan so far. In addition to the visions and goals you've pulled out of your introspection, what else stands out to you? **Use the space below to add any last thoughts.**

You are ready to put everything together and get to work growing your business! Exciting! You have a couple options:

1. Review your entire plan as it's written in this document weekly and revise as needed.
2. Compile your takeaways and goals from your plan and put them into a document of your choice and review and revise weekly.

Write about how you will commit to reviewing your plan going forward:

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SECTION 5

VISIONS,
GOALS AND
ACTION PLAN

SUMMARY AND ACTION

You have completed Section 5 in creating a Business Plan, which means you have:

- Selected your top visions from this document to put focus on
- Developed 3-month goals that support your visions
- Pinpointed parts of your business that you want to UNplan
- Decided on a way to move forward with your new, amazing plan

Fill in any final details you want your future self to read:

YOU HAVE GOT THIS! YOU ARE AMAZING AND YOUR BUSINESS IS ABOUT TO THRIVE IN INCREDIBLE WAYS.

If you want help with an part of your business plan, head over to the thread in the Eat Blog Connect forum to get advice and thoughts from other entrepreneurs who are moving through this same process!