**Business Map**

For

xxxxxxxxxxxxxxxx

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Vision Statement (prepare Last)

# Company Summary – The People and Skills

## Major Players, Management and Organization

### Primary owner, visionary, proprietor? -

### Partners? -

### Consigliere – Counselor

## Resources and Facilities

## Personnel Resources and Payment

### Contract, Employee

### Skills needed

## Professional skills used

### CPA –

### Lawyer –

### Insurance

### Coaches

### Virtual Assistant

### Ownership Structure

## Insurance Needs

# Products and Services

# Overall Market Assessment

# Marketing Plan

## Niche (Tribe)

## Perfect Client

## Where can they be found

## Methods to Increase Contacts

### Online

#### Web

#### Blogs

#### Social Media

### Newsletters

#### Contact Program and method

### Speaking

### Strategic Alliances

# Income Streams ( What income streams will you use? Should be more than one, can be product lines or different offerings in broad classes)

# Financial Plan

## How will you fund your business

## How to measure goals (programs used, before or after taxes results, cash or accrual methods of accounting)

## Financial Goals

### 5 year

### 1 year

### 3 month

### 1 Month

## Financial Goals for each Income stream (short term)

### Stream 1

#### 3 month

#### 1 year

### Stream 2

#### 3 month

#### 1 year

### Stream 3

#### 3 month

#### 1 year

### Stream 4

#### 3 month

#### 1 year

### Stream 5

#### 3 month

#### 1 year

### What Happens if things don’t go right?

## Worst Case Scenario

### How long can I survive?