

GUIDING STATEMENTS

• What is the **Mission Statement** for your business?

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• What is the **Vision Statement** for your business?

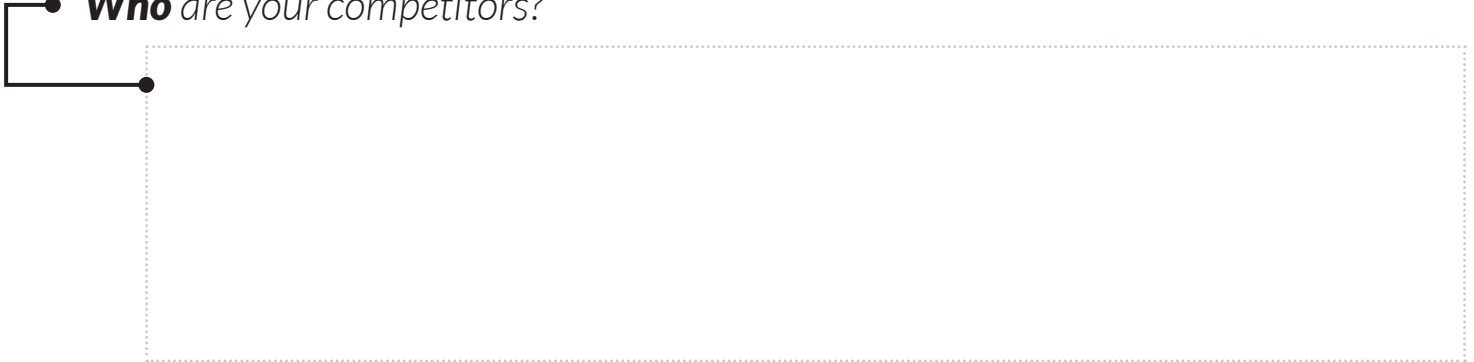
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• **Describe** your business, website, or product in three sentences or less.

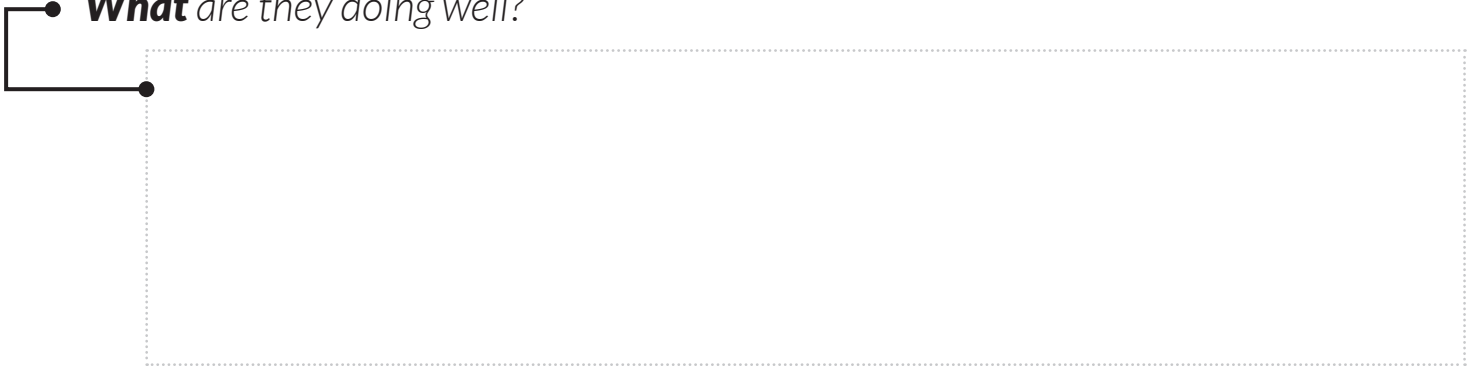
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COMPETITIVE ANALYSIS

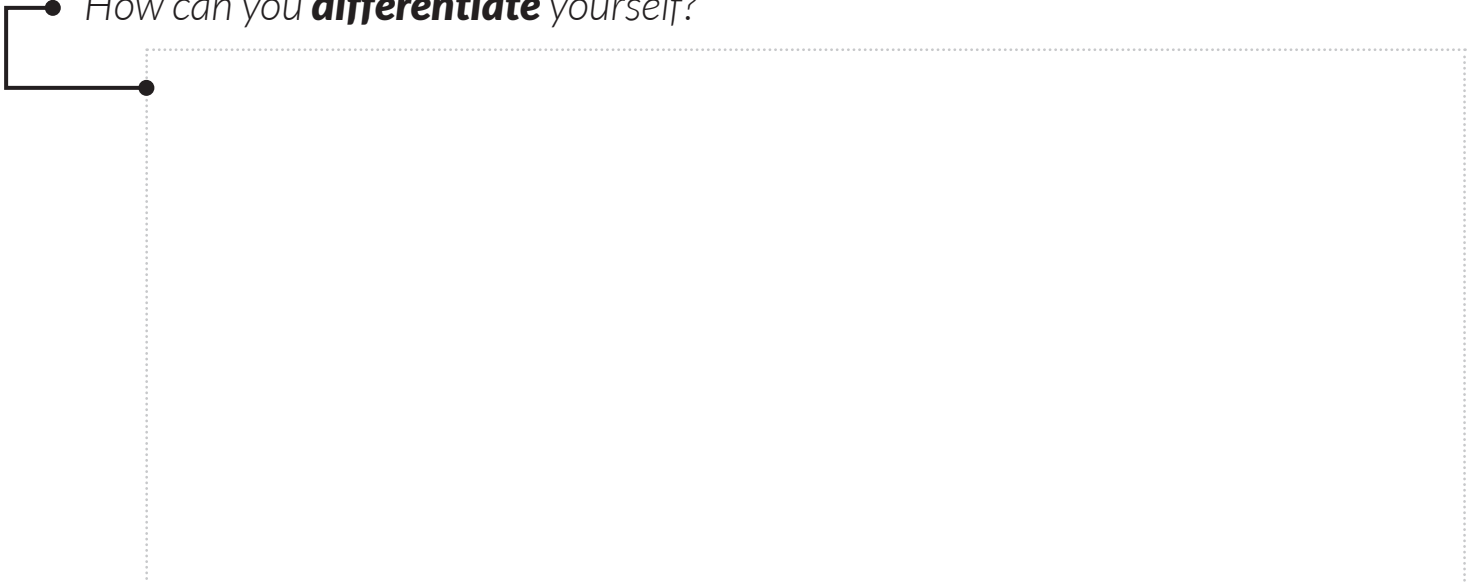
• **Who** are your competitors?



• **What** are they doing well?



• How can you **differentiate** yourself?



MARKETING PLAN

• What are your **Content Marketing** plans?

Empty response area for Content Marketing plans.

• How can you use **Social Media** channels to grow your business?

Empty response area for Social Media channels.

• Can **Affiliate Marketing** grow your revenue? What offers and how often will you share them?

Empty response area for Affiliate Marketing.

• Are you willing to reach out to **local media** for publicity of your product, business or website?

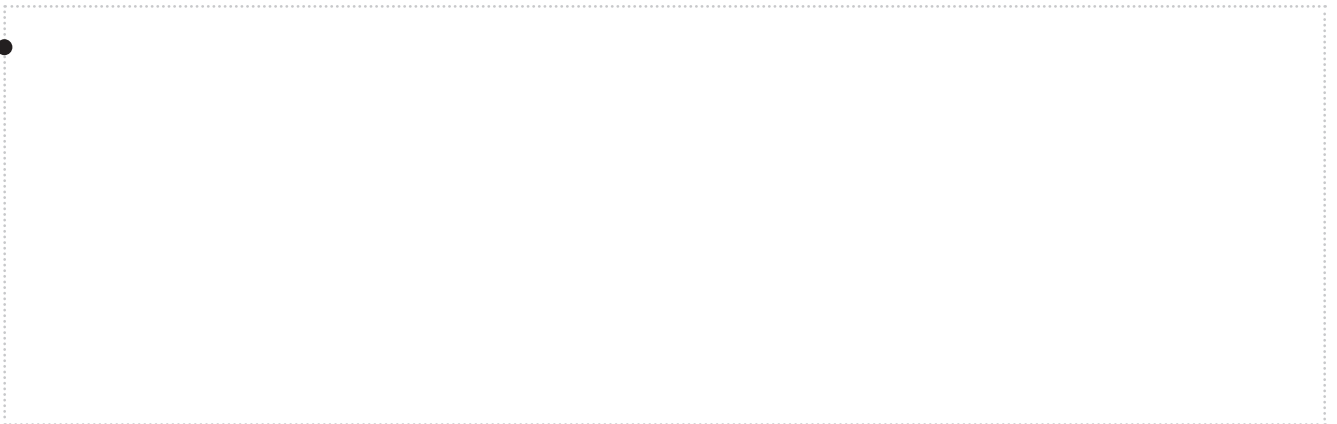
Empty response area for local media outreach.

• What other website owners or small business owners can you reach out to to form **partnership and cross-promotional opportunities**?

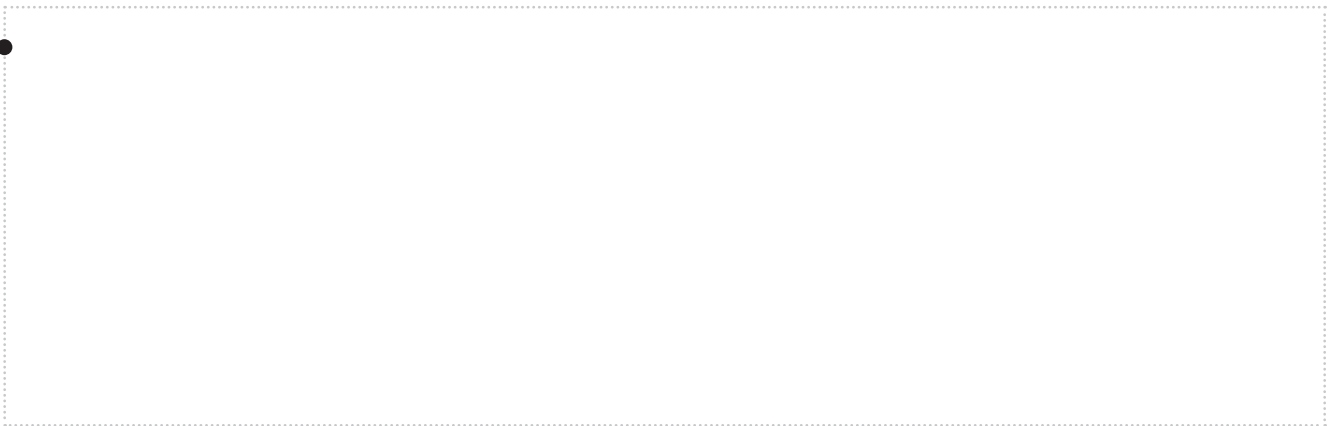


SWOT ANALYSIS

• What are the **strengths** of your business?



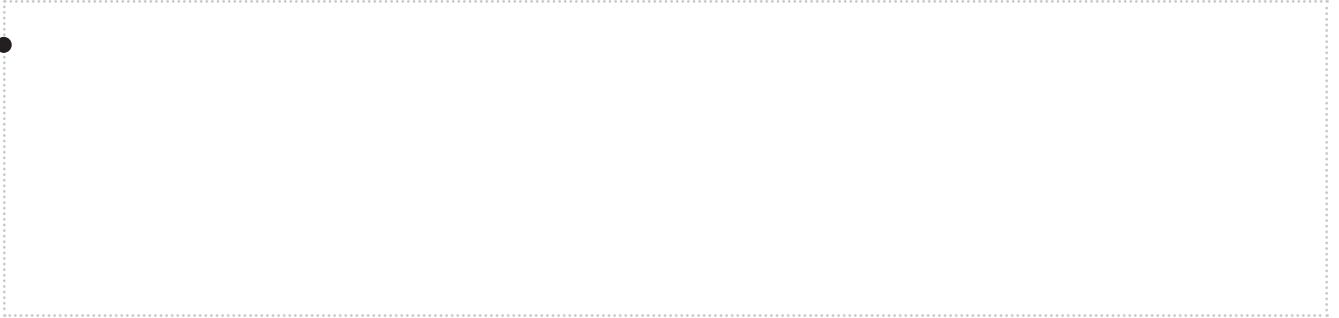
• What are the **weaknesses** of your business?



• What **opportunities** do you have before you?



• What **threats** does your business face?

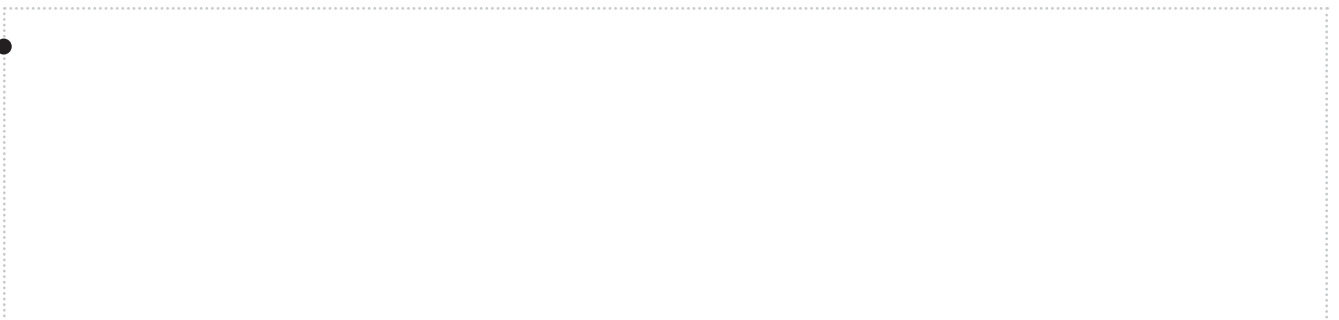


REVENUE

• What are your **revenue sources**?



• What **other revenue sources** should you consider?



• What are your revenue **projections for this quarter?**

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• What are your revenue **projections for the year?**

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GOALS

What are your goals for **this quarter?**

- 1
- 2
- 3
- 4
- 5

What are your goals for **next quarter?**

- 1
- 2
- 3
- 4
- 5

What are your goals for **next year?**

- 1
- 2
- 3
- 4
- 5

What are your goals for the **next five years?**

- 1
- 2
- 3
- 4
- 5
