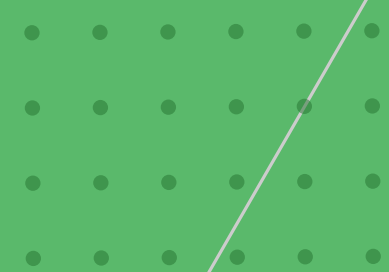




An exclusive resource from .Online Business Academy



From free templates to step-by-step guides,
get everything you need to set your business up for success
with the .Online Business Academy.

STARTING A NEW ONLINE BUSINESS

Business Planner



PLAN IT. WRITE IT DOWN. GET IT DONE!

Business Overview

BUSINESS NAME:

BRIEF DESCRIPTION:

THE BUSINESS WILL SELL:

☐

PHYSICAL PRODUCT

☐

DIGITAL PRODUCT

☐

PHYSICAL SERVICE

☐

DIGITAL SERVICE

THE BUSINESS WILL SELL:

☐

TO AN END CONSUMER

☐

TO ANOTHER BUSINESS

THE SCOPE OF THE BUSINESS IS:

☐

PRIMARILY LOCAL

☐

MOSTLY INTERNATIONAL

WHERE IS YOUR BUSINESS LOCATED:

☐

STOREFRONT

☐

WEBSITE

☐

HOME

Core Concept

WHAT PRODUCT OR SERVICE ARE YOU OFFERING?

WHO IS YOUR IDEAL CLIENT?

WHERE AND HOW CAN YOU REACH YOUR IDEAL CLIENTS?

WRITE DOWN THE MARKETING CHANNELS YOU WILL FOCUS ON FIRST
(PAID ADS, FREE CONTENT ETC).

Competitor *Research*

WHO ARE YOUR
TOP (3) COMPETITOTS?

WHAT ARE
THEY OFFERING?

WHAT ARE THEIR STRENGTHS AND WEAKNESSES?

STRENGTHS

WEAKNESSES

HOW ARE THEY REACHING THEIR CUSTOMER?

ARE THEY REACHING NEW CUSTOMERS THROUGH ADS, YOUTUBE
CONTENT, BLOG POSTS ETC. HOW DID YOU FIND OUT ABOUT THEM?

WHAT IS YOUR COMPETITOR PRICING?

THIS GIVES YOU AN IDEA HOW MUCH YOU CAN/SHOULD CHARGE.

Value Proposition

WHY WILL CUSTOMERS BUY FROM YOU?

HOW IS YOUR PRODUCT/SERVICE BETTER THAN COMPETITION?

WHAT ARE THE MAIN POINTS YOU ARE SOLVING?

DO YOU HELP SAVE YOUR CUSTOMERS' TIME? MONEY? OR MAYBE YOU HELP THEIR BUSINESS BE MORE EFFICIENT?

YOUR MAIN SELLING POINTS:

1-3 SENTENCES/HEADLINES YOU WOULD USE IN A FACEBOOK AD - MAKE SURE THESE REFLECT THE PAIN POINTS OF YOUR CUSTOMERS

Product/Service *Research*

PRODUCT/SERVICE NAME:

LIST OF FEATURES
CUSTOMERS WANT:

LIST OF FEATURES
COMPETITORS HAVE:

FEATURES COMPETITORS
ARE LACKING:

BRAND NEW
FEATURE IDEAS:

LIST OF FEATURES FOR
MY PRODUCT/SERVICE:

OTHER NOTES
& IDEAS:

Marketing *Plan*

CHANNEL	MARKETING TACTICS	ONE - TIME COST	MONTHLY COST
PAID ADS			
E - MAIL			
SOCIAL MEDIA			
CONTENT MARKETING			
SEO			
DIRECT OUTBOUND			
	TOTAL COST:		

Where & How to *Sell*

WHERE TO SELL ONLINE:

<input type="checkbox"/>	ETSY
<input type="checkbox"/>	AMAZON
<input type="checkbox"/>	EBAY
<input type="checkbox"/>	

<input type="checkbox"/>	PRINT-ON-DEMAND
<input type="checkbox"/>	FACEBOOK MARKET
<input type="checkbox"/>	E-COMMERCE WEBSITE
<input type="checkbox"/>	

PHYSICAL PLACES TO SELL:

<input type="checkbox"/>	RETAIL STORE
<input type="checkbox"/>	POP-UP STORE
<input type="checkbox"/>	PHYSICAL MARKET
<input type="checkbox"/>	SELL OUT OF HOME

<input type="checkbox"/>	SELL OUT OF A CAR
<input type="checkbox"/>	KIOSK
<input type="checkbox"/>	PARTNER WITH A STORE
<input type="checkbox"/>	FAIRS/CONVENTIONS

SELLING METHODS:

<input type="checkbox"/>	DIRECT TO CUSTOMER
<input type="checkbox"/>	PARTNER WITH A DISTRIBUTOR
<input type="checkbox"/>	PARTNER WITH A STORE
<input type="checkbox"/>	PARTNER WITH A NON COMPETITOR

<input type="checkbox"/>	SET UP AN AFFILIATE PROGRAM
<input type="checkbox"/>	DROP SHIPPING
<input type="checkbox"/>	WHITE LABEL
<input type="checkbox"/>	

OTHER NOTES:

What is *Required*

[illegible]

Product/Service *Pricing*

PRODUCT/SERVICE PRICING CALCULATOR:

HOURLY WAGE*	
UNITS PRODUCED PER HOUR**	
TOTAL LABOR COST PER UNIT (HOURLY WAGE X UNITS PRODUCED)	
MATERIALS COST PER UNIT	
PACKAGING COST PER UNIT	
OTHER COSTS PER UNIT (ELECTRIC BILLS, ETC.)	
PRODUCT MARKUP (FOR 30% PUT 1.3 ETC)	
TOTAL PRODUCT PRICE (TOTAL UNIT COST X MARKUP)	

METHODS OF GETTING PAID:

<input type="checkbox"/>	PAYPAL	<input type="checkbox"/>	CHECK
<input type="checkbox"/>	STRIPE	<input type="checkbox"/>	

* The wage you will pay a contractor/employee or yourself

** Either items produced per hour or how many hours it will take to finish a service

OTHER NOTES:

Products/Services Offered

[illegible]

Startup Costs

[illegible]

Revenue *Estimates*

MONTH	EST. REVENUE	EXPENSES	PROFIT
JANUARY			
FEBRUARY			
MARCH			
APRIL			
MAY			
JUNE			
JULY			
AUGUST			
SEPTEMBER			
OCTOBER			
NOVEMBER			
DECEMBER			
TOTAL:			

Startup Checklist

GENERAL

- ☐ SET UP WEBSITE
- ☐ SET UP SOCIAL MEDIA
- ☐ GET A LOGO DESIGN
- ☐ SET UP SELLING PLATFORMS
- ☐ INCORPORATE BUSINESS
- ☐ SET UP E-MAIL
- ☐
- ☐
- ☐
- ☐

PRODUCT DEV.

- ☐ GET MATERIALS
- ☐ FINISH 10 FIRST PRODUCTS
- ☐ SEND OUT FIRST SAMPLES
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

FINANCIAL

- ☐ SET UP PAYMENT GATEWAYS
- ☐ SET UP PAYPAL
- ☐ HIRE ACCOUNTANT
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

SALES & MARKETING

- ☐ REACH OUT TO INFLUENCERS
- ☐ SET UP FIRST FACEBOOK ADS
- ☐ CREATE A BLOG
- ☐ OFFER A FREEBIE
- ☐ SET UP E-MAIL SEQUENCE
- ☐
- ☐
- ☐
- ☐
- ☐

Business *Name*

NAME IDEA	IS THE URL AVAIBALE?		HOW MEMORABLE? (SCALE OF 1-10)
MAY CRAFTS CO.	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	

OTHER NOTES:

To-Do *List*

DAY: _____

[illegible]

Daily *Business Planner*

DATE:

TO DO

☐

☐

☐

☐

☐

☐

☐

☐

☐

☐

PRIORITIES

☐

☐

☐

OTHER NOTES:

Weekly *Business Planner*

DATE:

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY & SUNDAY

OTHER NOTES:

Monthly *Business Planner*

MONTH:

WEEK 01



WEEK 02



WEEK 03



WEEK 04



OTHER NOTES:

Yearly *Business Planner*

YEAR:

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

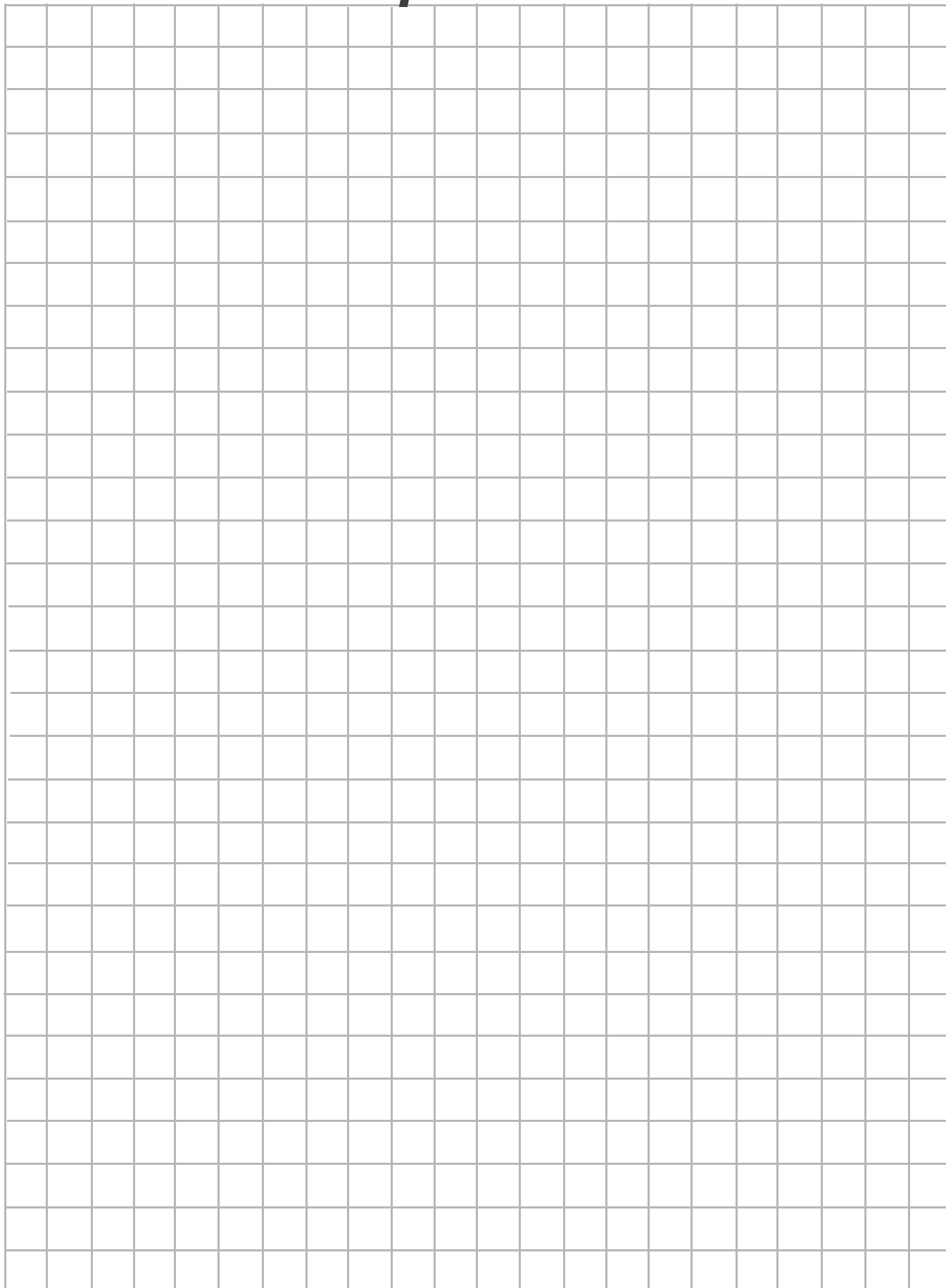
NOVEMBER

DECEMBER

Note *Paper*



Note *Paper*





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