

MY BUSINESS PLAN

Category	Strategy
Target Market:	Men and woman between the ages of 25-65 who are looking for an alternative income source, don't like their job, want a part-time business during retirement.
What's most important to my ideal customer when they're buying what I'm selling?	That they partner with and learn from high-integrity people and don't get involved with shady companies and things.
Business Model:	Affiliate marketing
Products I sell or promote:	Business and marketing education and services that serve as quicker and more affordable alternatives to someone going to college.
How will I convert leads into sales?	Via a sales funnel that offers low ticket products up front and high ticket, subscription and other offers on the back end.
Where does my ideal customer "hang out"? Where can I market to them at?	Facebook scrolling through the newsfeed and messaging friends and associates, Youtube watching personal de elopement videos. Also searching for ways to make money online via Google.
My 1-free marketing strategy is:	Youtube channel
My 1-paid marketing strategy is:	FB ads
My budget for paid ads (On Facebook, Youtube, Google) each month will be:	\$1,000
What are the top 3 things I need to achieve my goal?	(1) Quality training and mentorship, (2) a couple cheap software tools like an auto-responder and landing page builder, (3) a strong mindset and commitment to build my biz for a minimum of two years before I consider quitting.
What are the top 3 skills I need to develop to reach my goal:	(1) Copywriting (emails and ads), (2) placing ads on sites like Facebook, Google and Youtube, and (3) light tech-skills to navigate my auto-responder and sales-funnel page-building software.
My business budget to launch and grow my first year is:	\$18,000
My one year financial goal is for my business to make how much in the next 12 months?	\$75,000