|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **MARKET NEED**  *List the specific problem(s) you’ll solve for your clients* | **MISSION**  *Why you get up in the morning* | **UNIQUE SELLING PROPOSITION**  *How you’ll stand out and turn an unaware visitor into an interested prospect* | **SERVICES**  *List each service you will offer to clients* | **CLIENT TYPES**  *List target clients, their industry, size, connections and opportunity for each* |
| **GOALS**  *SMART goals to gauge success* | **LEAD GENERATION**  *How you’ll generate new leads* |
| **EXPENSES**  *List your fixed and variable expenses* | | **TOOLS**  *List the tools and software you’ll use* | **KEY PEOPLE**  *List roles of key people* | |