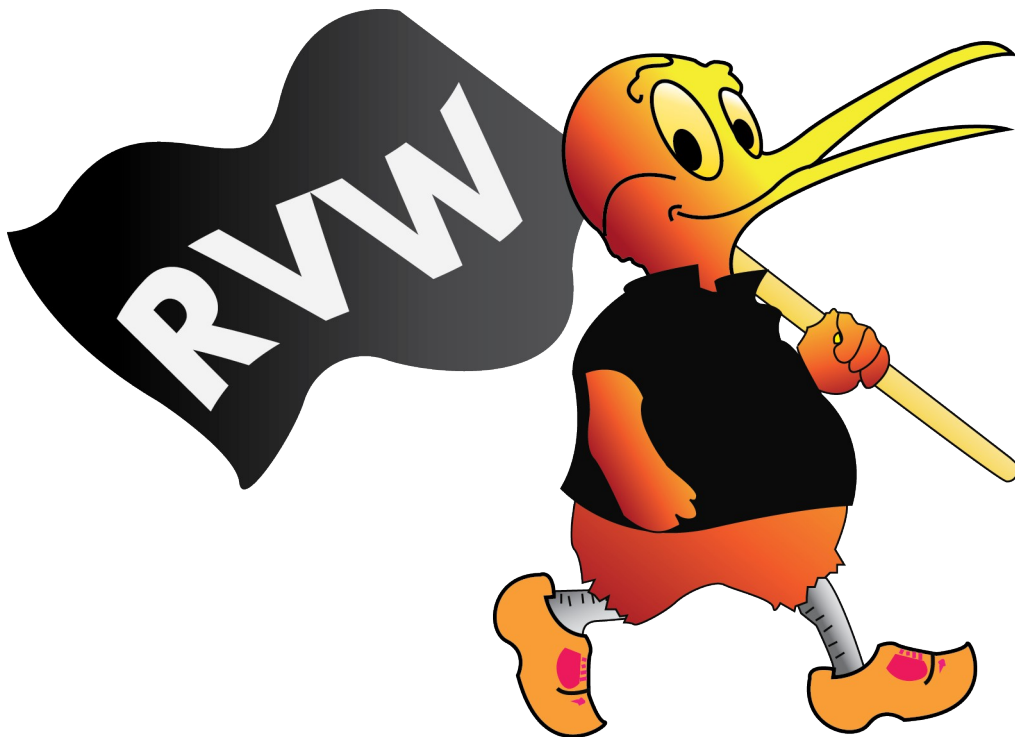


# Basic Online Business Plan Outline



By **Robbie van'tWout**



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# Basic Online Business Plan Outline

Name of business: \_\_\_\_\_

Mission Statemen \_\_\_\_\_

\_\_\_\_\_

Vision for the business: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**What is your niche**( eg ) you want to get very specific. The more specific you are the better

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**What will we sell?** Products/Services(be specific)

\_\_\_\_\_

\_\_\_\_\_

**Who is the target market?** ei. who are you selling to

Age \_\_\_\_\_

Male/Feman \_\_\_\_\_

What are they interested in \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



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What problems do they have that your product/service solves \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What makes you different from the competition or those selling similar products? (why should they buy from you and not someone else)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Paid Marketing strategies** What strategies are you going to use: ie video marketing, PPC, Solo ads, article marketing, google adwords, Facebook paid ads, Twitter paid ads,  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is your online marketing budget.

Per month \$ \_\_\_\_\_

Per Day \$ \_\_\_\_\_

**Free Marketing Strategies.** What strategies are you going to use (note these take longer but they should be part of your marketing strategy). Blogging, social media or both  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I would suggest you should be blogging, as this help you create valuable content on your website.

How often are you going to post a blog? (once, twice, 3 times a week or every day) the key is consistency  
\_\_\_\_\_

Where are you going to share your blog and how often?  
\_\_\_\_\_  
\_\_\_\_\_

remember you can share your posts on social media more than once as they disappear down the feeds



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**Offline Marketing** What offline marketing Strategies are you going to use? News paper ads, Magazine ads, radio, TV, flyer drops. Yes you can promote offline as well

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What is your offline marketing budget.

Per month \$ \_\_\_\_\_

Per Day \$ \_\_\_\_\_

**Goals for building and growing the business** (specific events/milestones, including financial goals, with deadlines): These could be things like, first lead, 10 leads a day, first sell, \$\_\_\_\_ per week or month.

You may want to set 3 months, 6 months, 1 year, 3 years 5 years 10 years. It's up to you

3 months \_\_\_\_\_

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6 months \_\_\_\_\_

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1 year \_\_\_\_\_

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3 years \_\_\_\_\_

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5 years \_\_\_\_\_

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10 years \_\_\_\_\_

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**Plan of action to achieve goals:**

Daily Plan (what do you need to do every day to achieve your goals/targets? things like marketing campaigns, posting blogs)

- 1. \_\_\_\_\_  
\_\_\_\_\_
- 2. \_\_\_\_\_  
\_\_\_\_\_
- 3. \_\_\_\_\_  
\_\_\_\_\_
- 4. \_\_\_\_\_  
\_\_\_\_\_
- 5. \_\_\_\_\_  
\_\_\_\_\_

Weekly Plan(What do you need to do every week? Might be things like reviewing campaigns, a weekly newsletter)

- 1. \_\_\_\_\_  
\_\_\_\_\_
- 2. \_\_\_\_\_  
\_\_\_\_\_
- 3. \_\_\_\_\_  
\_\_\_\_\_
- 4. \_\_\_\_\_  
\_\_\_\_\_

Monthly Plan (These are things that you only need to to every month maybe paying bills, learning and implimenting a new marketing strategy)



1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

Yearly Plan (These are things you need to do annually. Like tax returns, review your business, review your goals and plans etc)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

