

***Work  
From  
Home***

**Planner**



# Business *Mission*

- What is the mission for the business?

*If you need help getting started, fill in the blanks:*

My business is \_\_\_\_\_

and we [HOW THE BUSINESS HELPS OTHER] \_\_\_\_\_

We do this because [REASON FOR WHY] \_\_\_\_\_

And we enjoy hearing our customers' testimonials about [WHAT THEY SAY/WHAT YOU WANT THEM TO SAY]. \_\_\_\_\_

- What's Your Why?

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- Why did you start this business?

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- Why did you want to help in this mission? (Write your story)

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- Why do you want to work in this area?

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- Where do you see your business in 1 year? 5 years? 10 years?

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Schedule

# Daily Schedule

Date: \_\_\_\_\_


Time	Daily Activities
4 am	
5 am	
6 am	
7 am	
8 am	
9 am	
10 am	
11 am	
12 pm	
1 pm	
2 pm	
3 pm	
4 pm	
5 pm	
6 pm	
7 pm	
8 pm	
9 pm	
10 pm	
11 pm	
12 am	

# Product Development

Name of Product

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Target Audience



Main Pain Point

How the Product Solves It

Design of Product

Product Features

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

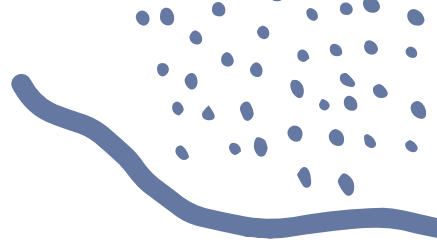
Product Benefits

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Areas for Improvement

Notes

# Project *Plan*



Name of Product/ Service

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Launch Date

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To Do List

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Priorities

Milestone 1

Deadline \_\_\_\_/\_\_\_\_/\_\_\_\_

Milestone 2

Deadline \_\_\_\_/\_\_\_\_/\_\_\_\_

Milestone 3

Deadline \_\_\_\_/\_\_\_\_/\_\_\_\_

Outsource

Items Needed



# Marketing *Plan*

Name of Product/ Service \_\_\_\_\_

## Advertisements

Name \_\_\_\_\_

Product/ Service \_\_\_\_\_

Network \_\_\_\_\_

Type of Advertisement \_\_\_\_\_

Cost \_\_\_\_\_

Traffic \_\_\_\_\_

Revenue \_\_\_\_\_

## Social Media

Post \_\_\_\_\_

Image \_\_\_\_\_

Date \_\_\_\_\_

Reaction \_\_\_\_\_

ClickThroughs \_\_\_\_\_

Revenue \_\_\_\_\_

## Video

Title \_\_\_\_\_

Date \_\_\_\_\_

Network \_\_\_\_\_

Reaction \_\_\_\_\_

ClickThroughs \_\_\_\_\_

Revenue \_\_\_\_\_

## Online

Network \_\_\_\_\_

Date \_\_\_\_\_

Type \_\_\_\_\_

Reaction \_\_\_\_\_

ClickThroughs \_\_\_\_\_

Revenue \_\_\_\_\_





# Target Audience

Name

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Occupation

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Age

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Lives in: City, Suburb, Country, Other

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Family

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Hobbies

Interests

Books They Read

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What Keeps Them Up at Night

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Which Reddit's Would They Read

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What Is Their Pain Point

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What would they buy to solve this

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How does your product/service help

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# Competitor Analysis



Who

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Website

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What They Offer

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Products/ Services

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Mission

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Pricing

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What They Do Well

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Weaknesses

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Calls to action

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What Gap in product/service can you cover

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What would you do differently

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# Your Business Brand



Business Name

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Brand colors

Logo

Tag line

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Mission

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Image style

Archetype

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Keywords for archetype

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Examples of branding

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# Launch *Schedule*

Product/Service	Date
Items Needed	
Price Strategy	
Link	
Networks	
Notes	

Product/Service	Date
Items Needed	
Price Strategy	
Link	
Networks	
Notes	