

# BUSINESS PLANNING GUIDE

**DATE:**

## **1. Vision and Goals**

**Your Big Why:**

**Your Vision:**

**Your Goals:**

## **2. Your Finances**

**Desired Monthly Income:**

**Current Monthly Income Needs:**

**Current or Potential Monthly Expenses:**

### **3. Your Niche**

**Target Niche Audience:**

**Current Niche Services:**

**Other Services to add in the future:**

## **4. Your Pricing**

**Current or proposed rates:**

**Current or updated pricing packages:**

**Any plans to increase your rates or make additional changes?**

## **5. Your Presence**

**What are your website plans?**

**How can you optimize and improve your Social Media activities?**

**Any plans to set up other Freelance Profiles? (Upwork)**

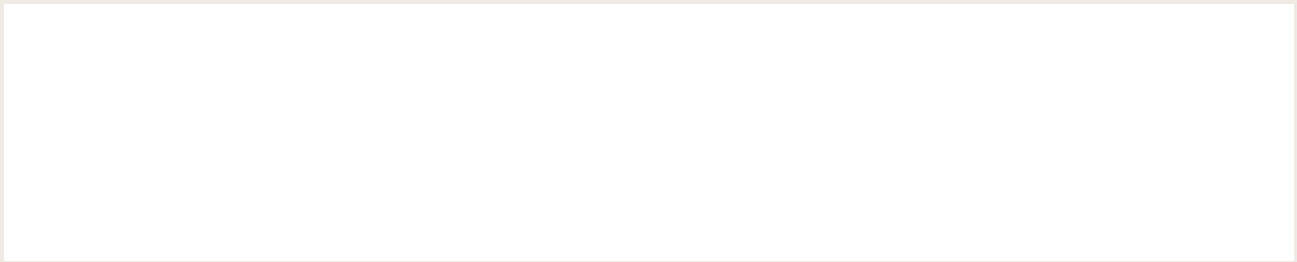
**What content will you create to attract your audience? (Blog, Podcast)**

## **6. Your Business Systems**

### **Admin Systems (Email inbox system)**

A large, empty white rectangular box intended for notes or details related to Admin Systems.

### **Client Systems (Onboarding system)**

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### **Marketing Systems (Referral system)**

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### **Content Systems (Blog publishing system)**

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## **7. Your Technology**

**What new tools or technology to add to your business?**

**What tools should you stop using?**

**What is your budget for new technology?**

## **8. Your Marketing**

**What sources will you seek referrals from?**

**What are your content marketing activities this year ?**

**What lead magnets will you create to build your email list?**

**What offline / online networking activities will you pursue?**



## **9. Your Learning**

**What are your most important skills to develop in the New Year?**


**What courses will help you to fill necessary skill gaps?**

**What is the next course you will take at FreeU?**

**When will you schedule your "Learning Time" each week?**

## **10. Your Productivity Plan**

**How much time can you allot to your business each week?**



**When will you schedule regular blocks of time for learning and marketing?**

