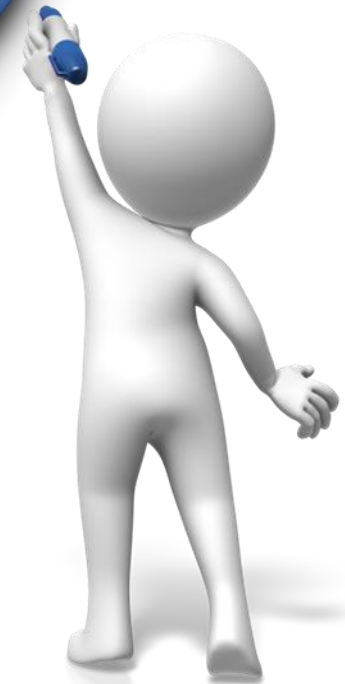


Replace This Box  
With Your Logo if  
you have one or  
just delete it



# My Success Blueprint

Your Proposed Company Name Here



# How to Use the **Success Blueprint**

This Success Blueprint is 100% for you to tweak and customize. However, feel free to use as is as well. The headings on each page are just meant to help guide your thought process

Erase any examples or words we have in. We are just trying jump start your ideas

This is meant to be a living document. You will tweak and change as you go. Use it capture your ideas and use as a reminder of what you need to do.

You can add pages or subtract. Change headers.

Any questions? Feel free to reach out. Anything you think would be great to add? Let us know. We want to always improve this document for others like you. Email me at [tammy@tamadalearning.com](mailto:tammy@tamadalearning.com)



# Mission / Purpose of Your Business

Give an overview of your business here:

My goal is...



# Who Is Your Target Customer?

Who will use your products or services? | Try and avoid “everyone” | Try and be specific

- Folks who...



# What are the Needs of Your Customers?

What did your research show they needed?

- They want...



# What Problems Will You Solve for Your Customers

List Out the typical problems your customers have and you can solve

- They are looking



# What Products & Services Will You Provide?

- I will...



# Current Competition

List out your local competition

- Abc....





# What is Your Competition Doing Well?

- They...



# What is Your Competition Failing to Do?

- They fail to...



# What Can You Do to Stand Out?

- I will...



# What is Your Competitor's Reputations

- I will...



# What Do Your Competitors Charge?

- I will...



# What Will You Charge?

- I will...



# What Equipment / Tools Will You Need?

- Must Have
  
  
  
  
  
  
  
  
  
  
- Nice to Have



# What Costs Are Involved For First 90 Days?

- Equipment - \$
- Tools - \$
- Marketing - \$
- Rents - \$
- People - \$
- Products - \$
- Utilities - \$
- Training - \$
- Other - \$





# Any Specialized Training Needed

- Must Have
  
  
  
  
  
  
  
  
  
  
- Should Look at Having



# What are Your City, County & State Needs?

- City
- County
- State



# What is Your Launch Marketing Plan?



# What is Your 1<sup>st</sup> Year Marketing Plan?



# What Are Your Personal Financial Goals

- Amount Needed Per month:
- Projected Sales needed to Net this amount:

Example of \$3,000 a month but need of \$7,000 in sales to net that



# Sales Goals

Breakdown your key sales goals by 90 days, 6 months & 1<sup>st</sup> year

- 90

- 6



# Overall 90 Day Goals



# Overall 1 Year & 5 Year Goals





# Next Steps You Will Take

- **Examples:** Set up my business license / Set up Bookkeeping – ie [Freshbooks](#)
- ff



# Remember:

Your Success Blueprint  
is just one piece of the pie.

Please use it to capture your gameplan  
and any other ideas. It is a roadmap to  
going from **Concept to Open for Business!**

