



YOUR BUSINESS PLAN | WORKBOOK

Welcome!

You're holding a practical workbook made to help you bring your business ideas to life — step by step. This isn't about writing a "perfect" plan. It's about creating a simple, flexible tool that helps you take action.

This workbook is here to support you with:

- Clear exercises to shape your business strategy
- Simple tools to plan your finances and next steps
- A roadmap that keeps things doable (and not overwhelming)
- Space to reflect and decide what fits your goals

Whether you're just starting or already running a business, this guide will help you stay focused, make better decisions, and take confident steps forward.

Let's build a business plan that works for you; *calm, clear, and doable*.

**A GOAL WITHOUT A
PLAN, IS JUST A
DREAM.**

LONN.



The Power of a Focused Business Strategy

Exercise 1: Strategy Check-In

What problem are you solving, and for whom? Be specific: Who are your ideal customers, and what do they need help with?

How is your business different from others? List 3 things: 1. 2. 3.

What are your strengths that would be hard for others to copy?

Write your business vision in one clear sentence: (Think big, but keep it real.)

Exercise 2: Who's More Focused?

Scenario A: A restaurant serves Italian, Mexican, Chinese, and American food to attract everyone.

Scenario B: A restaurant offers traditional wood-fired Neapolitan pizzas, made with imported ingredients.

Which one has the clearest focus? Why?

What are the risks and benefits of each approach?

Exercise 3: Where Are You Now?

Fill in this simple matrix to map out where your business stands now — and where you want it to go.

Area	Current Status	Future Goal	Action Steps
Core product/service			
Target market			
What makes you stand out			
Key resources needed			

Exercise 4: Your 90-Day Game Plan

Break your next 3 months into small, doable goals.

Month 1 Goals

- 1.
- 2.
- 3.

Month 2 Goals

- 1.
- 2.
- 3.

Month 3 Goals

- 1.
- 2.
- 3.

(Keep it simple. Start small.)

What Kind of Planning Do You Need?

Exercise 1: Business Planning Check-In

What type of funding do you plan to use?

- Personal savings
- Bank loan
- Investor funding
- Other:

How complex is your business? Rate each (1 = simple, 5 = complex):

- Supply chain: __
- Team coordination: __
- Tech needs: __
- Legal requirements: __

What kind of plan do you really need? Why?

Exercise 2: Time-to-Market Map

For each item, check the priority and note the impact.

Factor	Low	Medium	High	Planning Impact
Competition				
Product development time				
Funding needed				
Legal/regulation				

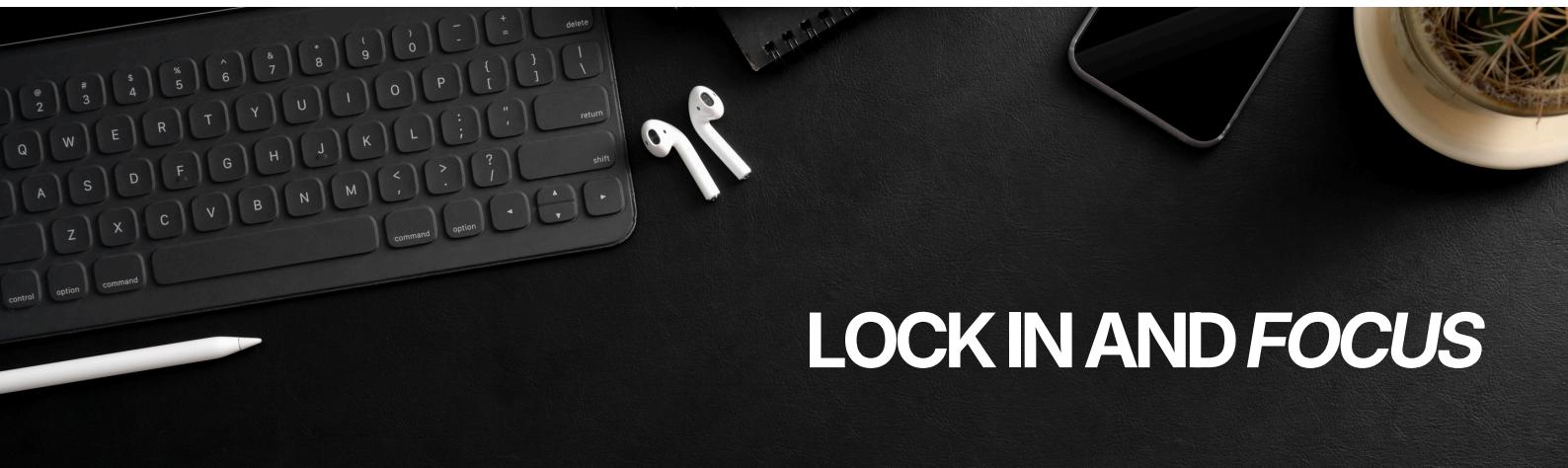
Exercise 3: Choose a Framework

Your top 3 business priorities: 1.2.3.

Rate these planning tools (1-5):

- Lean Canvas: __ Why?
- MVP Approach: __ Why?
- Traditional Plan: __ Why?

Which one fits you best and why?



Creating a Business Plan that Gets Results

Exercise 1: Mission + Vision

Your mission (What you do, who for, how):

Your vision (Where you're going):

- In 5-10 years we want to:

- We'll get there by:

- Our impact will be:

Exercise 2: Your First-Year Finances

Fill in rough monthly goals and assumptions for your main products/services.

Product	Month 1	Month 2	Month 3	Q2	Q3	Q4
A						
B						
C						

Key assumptions:

- How many customers you expect to get per month
- Average price per sale
- Repeat customers or not?
- Market trends

SPACE FOR REFLECTION

Launch Faster with a Lean Approach

Exercise 1: Lean Startup Basics

Build: What's your MVP (minimum viable product)?

- Core feature:
- What it must do:
- What problem it solves:

Measure: How will you test it?

- Metrics (what you'll track):
- Feedback (how you'll ask):

Learn: How will you know what to change?

Exercise 2: Business Model Canvas

What do you offer?

- Value you bring:
- Problems you solve:

Who do you help?

- Main group:
- Secondary group:

How do you make money?

What do you need?

- Tools/supplies:
- Skills or knowledge:
- People/team:
- Money/resources:

Exercise 3: Test Your Idea Fast

Big assumptions:

- About your customer:
- About the problem:
- About your offer:

Testing plan:

Assumption	Method	Goal	Timeframe	Budget

How will you know if you need to change your idea?

Exercise 4: Quick Start Action Plan

Use 2-week sprints to move fast without overwhelm.

Sprint 1 Goals:

- 1.
- 2.
- 3.

Sprint 2 Goals:

- 1.
- 2.
- 3.

Feedback plan:

- How you'll collect it:
- When you'll review it:
- How you'll adjust:

Biggest risks + what you'll do if they happen:

- Risk: __ → Solution: __
- Risk: __ → Solution: __
- Risk: __ → Solution: __

Success Dashboard:

Metric	Week 1	Week 2	Week 3	Week 4

Watch Out for These Traps

Exercise 1: Spot + Prevent Pitfalls

Common traps:

Pitfall	Signs	How to prevent	If it's happening...
Overthinking	Can't decide or start	Keep it simple + timebox it	Set a 24h rule to decide
Ignoring feedback	No response or sales	Ask people directly	Test and tweak
Fantasy finances	Numbers seem too good	Research + start small	Create 3 scenarios
Missing resources	Can't move forward	List what you need	Start lean

Exercise 2: Risk Check-In

Are you ready legally and financially?

- Do you know the rules in your industry?
- Licenses and permits?
- Budgeted for those costs?

Money plan check:

- Are revenue goals realistic?
- Is there a backup fund?
- Do you have different scenarios ready?

Resources check:

- Do you have what you need to launch?
- Is your team setup realistic?
- Is tech figured out?

Exercise 3: Market Proof Plan

What do you assume is true about your market?

- 1.
- 2.
- 3.

Validation plan:

Assumption	Method	People asked	Success looks like
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How will you ask for feedback?

- Sample questions:
- Interview notes:
- How you'll track what you learn:

Exercise 4: Set SMART Goals

Turn vague goals into clear ones.

Vague: "Grow the business" →

- Specific:
- Measurable:
- Achievable:
- Relevant:
- Time-based:

Vague: "Improve customer satisfaction" → Vague: "Expand market presence" →

(Use the same SMART format)

SPACE FOR REFLECTION

Glossary (Simple Definitions)

- MVP (Minimum Viable Product): The simplest version of your product you can test.
- Pivot: Changing direction after learning something new.
- Lean Startup: A way to test fast and adjust often.
- SMART Goals: Clear goals that are Specific, Measurable, Achievable, Relevant, and Time-based.
- Value Proposition: The main benefit you offer to your customer.
- Business Model Canvas: A one-page plan of how your business works.
- Market Validation: Proof that people want what you're offering.
- Risk Mitigation: A plan to avoid or fix problems.
- Scalability: How well your business can grow.

You Made It!

You now have a clearer vision and practical tools to turn your idea into action. 

Next Steps:

- Review what you wrote
- Choose your planning style
- Set a few clear goals
- Start small, test often, adjust when needed

Your business plan is a living document. Come back to it often, update it, and let it grow with you.

You've got this. 