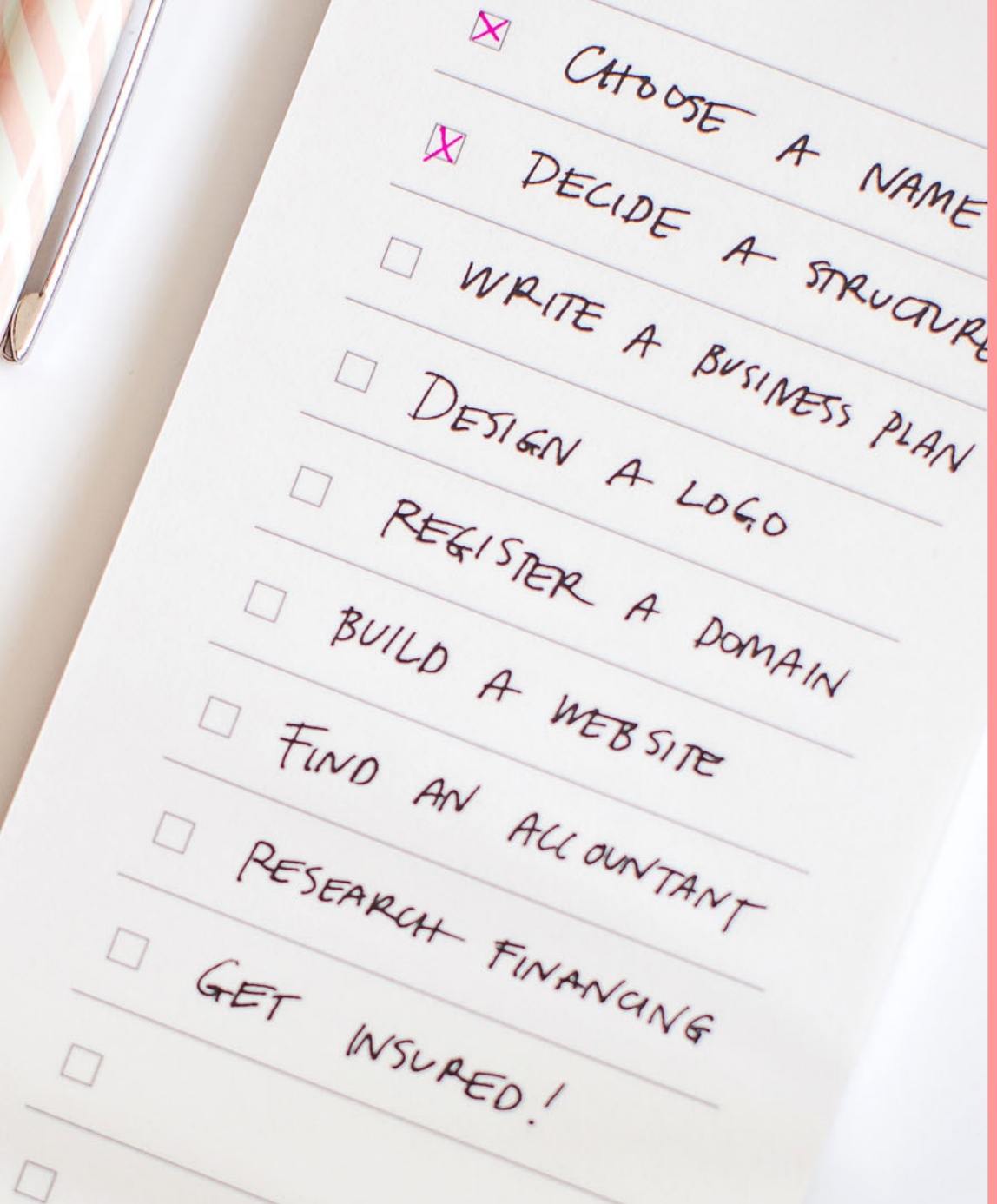


- 
- A top-down view of a workspace. On the left, there is a roll of orange and white patterned tape and a roll of green and white striped tape. A pen with a matching orange and white patterned barrel and a silver clip lies diagonally across the notepad. The notepad is white with a dark grey top edge and contains a handwritten checklist. The first two items are checked with pink 'X' marks, while the others are unchecked with empty square boxes.
- CHOOSE A NAME
  - DECIDE A STRUCTURE
  - WRITE A BUSINESS PLAN
  - DESIGN A LOGO
  - REGISTER A DOMAIN
  - BUILD A WEBSITE
  - FIND AN ACCOUNTANT
  - RESEARCH FINANCING
  - GET INSURED!
  - 
  -

Her  
Lovely  
Heart

# BUSINESS PLAN TEMPLATE

# LET'S GET EXCITED AGAIN!

I'm glad you're here! It means you want to regain clear focus, and get excited about running your business again. Your initial business plan might have been knocking around for a few years, in which time a lot can change, or perhaps you didn't even make one to begin with, a fact that often contributes to things getting a bit blurry down the line. A business plan is a valuable tool that helps you define how you operate and what your goals are. It's useful to get into a habit of reassessing and refocusing your plan annually, and with a template this pretty, you won't have any excuses not to. Let's get to work!

## WHAT'S INCLUDED

### 14 TEMPLATE PAGES

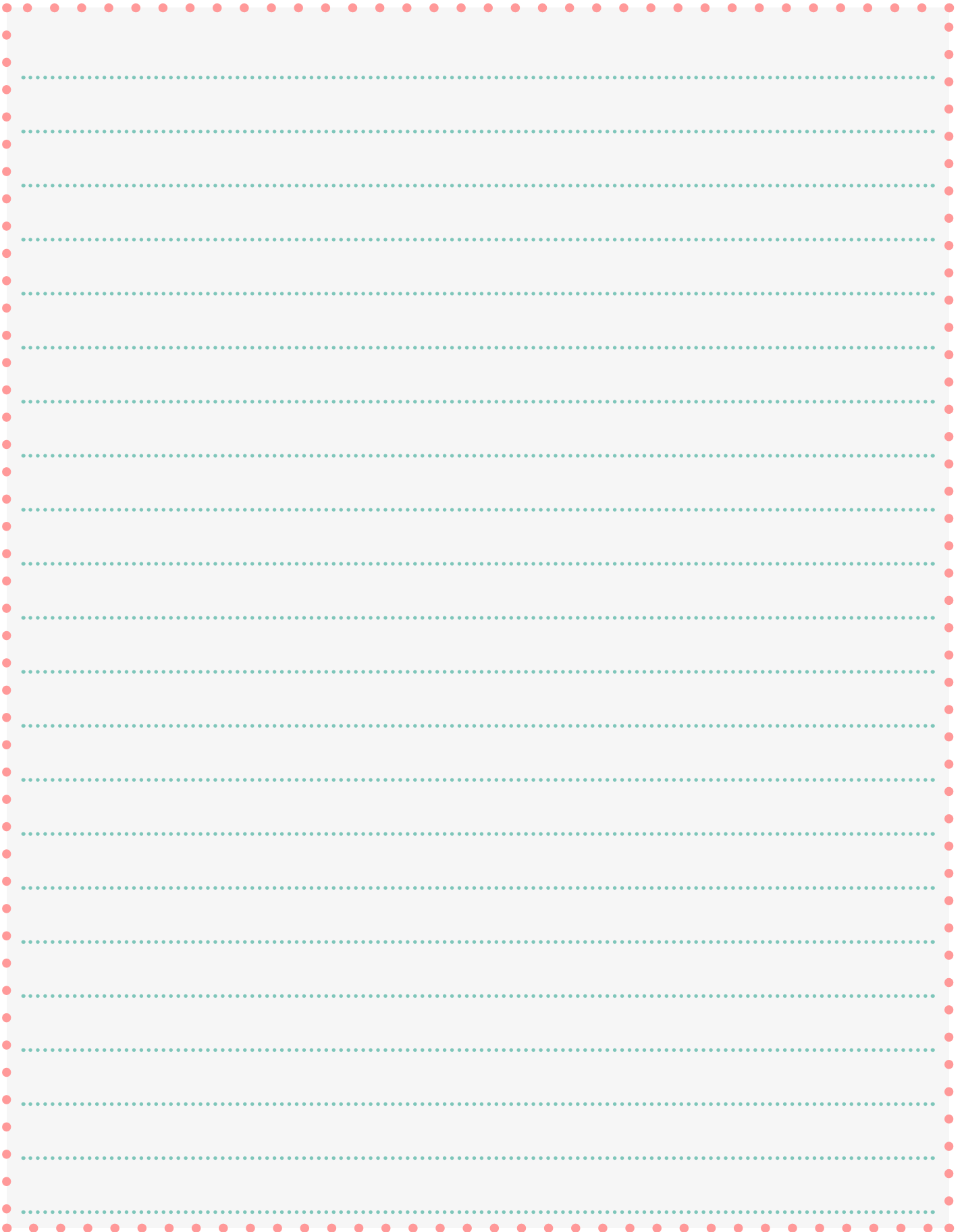
Print out your template and fill in your very own Business Plan!

*Love,  
Marianne  
xo*

*Have  
fun!*

# MY BUSINESS PLAN

## MY EXECUTIVE SUMMARY



# MY BUSINESS PLAN

## MY MISSION STATEMENT

A large rectangular area with a light gray background, bounded by a red dotted border. It contains 20 horizontal green dotted lines for writing a mission statement.

# MY BUSINESS PLAN

## MY PROBLEM STATEMENTS

A large rectangular area with a light gray background, bordered by a red dotted line. The interior is filled with horizontal teal dotted lines, providing a template for writing problem statements.

# MY BUSINESS PLAN

## MY OBJECTIVES

A large rectangular area with a light gray background, bounded by a red dotted line. It contains 20 horizontal green dotted lines for writing.

# MY BUSINESS PLAN

## MY KEYS TO SUCCESS

A large rectangular area with a light gray background, bordered by a red dotted line. Inside, there are 20 horizontal teal dotted lines for writing.

# MY BUSINESS PLAN

## MY MARKET

A large rectangular area with a light gray background, bordered by a red dotted line. The interior is filled with horizontal teal dotted lines, providing a template for writing.



# MY BUSINESS PLAN

## MY COMPETITORS

A large rectangular area with a light gray background, bordered by a red dotted line. The interior is filled with horizontal teal dotted lines, providing a guide for writing.

# MY BUSINESS PLAN

## MY TARGET CLIENT

A large rectangular area with a light gray background, bordered by a red dotted line. Inside, there are horizontal green dotted lines spaced evenly down the page, providing a template for writing.

# MY BUSINESS PLAN

## MY SUPPLIERS

A large rectangular area with a light gray background, bordered by a red dotted line. The interior is filled with horizontal teal dotted lines, providing a template for writing.

# MY BUSINESS PLAN

## MY ROLODEX

A large, empty, light gray rectangular area with a dotted red border and horizontal dotted teal lines, intended for writing contact information.

# MY BUSINESS PLAN

## MY EXPENSES & SUPPLIES

A large rectangular area with a light gray background, bordered by a red dotted line. The interior is filled with horizontal teal dotted lines, creating a grid for writing.

# MY BUSINESS PLAN

## MY FINANCIAL PROJECTIONS

A large rectangular area with a light gray background, bordered by a red dotted line. The interior is filled with horizontal teal dotted lines, providing a template for writing financial projections.

# MY BUSINESS PLAN

## MY MARKETING PLAN

A large rectangular area with a light gray background, bounded by a red dotted line. It contains 20 horizontal teal dotted lines for writing.

# MY BUSINESS PLAN

## MY FUTURE

A large rectangular area with a light gray background, framed by a red dotted border. It contains several horizontal green dotted lines for writing.



I'd love to hear about your business successes! Do share your stories with us so we can better help you, and other creatives, build businesses that are fun and fulfilling. Submit your stories through [submissions@herlovelyheart.com](mailto:submissions@herlovelyheart.com)

*Love,  
Marianne  
xo*





hello@herlovelyheart.com

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