Sample Business Plan

for [Your Business] Website

# **NOTE: READ FIRST**

1. Make a copy of this file.
2. Open a Google Docs, Sheets, Slides, or Forms home screen on your computer.
3. Open the file you want to make a copy of.
4. In the menu, click File. Make a copy.
5. Type a name and choose where to save it.
6. Click Ok.

#

# Business Name:

*Insert business name here*

# Logo:

*Insert your business logo here*

# Branding Color Palette:

*Insert brand color palette here*

*—*

*Example:*

*Orange: hex #FFA500, cmyk, rgb*

*Green: hex #00FF00, cmyk, rgb*

*Brown: hex #964B00, cmyk, rgb*

# Branding Fonts:

*Insert branding fonts here*

*—*

*Example:*

*Helvetica Bold*

*Garamond Regular*

# Tagline or Punchline:

*Insert branding positioning tagline here*

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*Example:*

*Your Health is Our Priority*

*Tip: Keep it simple and communicate with clarity*

# Business Mission & Purpose:

*Insert business mission and purpose here*

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*Example:*

*Mission: As an Integrative Nutrition\* Health Coach, I create a supportive environment that enables you to articulate and achieve your goals. Throughout my education, I have*

*been exposed to the most cutting-edge dietary theories and studied highly effective*

*coaching techniques to help you find the proper lifestyle that works best for you.*

*An Integrative Nutrition Health Coach is a guide and mentor who empowers you and*

*provides ongoing support and guidance to set goals and make sustainable*

*changes that improve your health and happiness. As your Health Coach, I will listen carefully, and we’ll navigate the world of contradictory nutrition and health advice together to explore what works for you.*

*Tip: This is the perfect opportunity to share your story explaining the who, why, where, and what. Keep the content concise.*

# Target Audience:

*Insert business audience here*

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*Example:*

*Women from ages 20-to-40 are either parents or caregivers or working full-time and haven’t prioritized their health. They are looking to achieve a better balance in all areas of life to feel better every day.*

# Products & Services:

*Insert product and services here*

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*Example:*

*Type of Coaching: Health Coaching*

*Coaching Program(s): Two 50-minute sessions per month*

*Communication: Email support between sessions*

*Takeaways: Simple healthy recipes*

*Customization: Handouts specific to your needs and goals*

# Marketing Strategies:

*Insert marketing strategies here*

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*Example:*

*Website*

*SEO*

*Social Media (Facebook, Twitter, Instagram)*

*Email Newsletter*

*Google Analytics Reporting*

# Marketing and Branding Messages:

*Insert marketing and branding messages here*

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*Example:*

*Connect the dots between who you are and who you want to be*

*Decipher your body’s unique needs*

*Set your personal goals and work towards sustainable change*

*Tired of one-size-fits-all approaches to dieting?*

*Are you drained from toxic relationships?*

*Are you overwhelmed by stress at work?*

*Ready to accomplish your goals in a way that’s empowering and exciting?*

*Tip: The content on your website should explain the value your services and process will provide. Your value proposition should address these things, and it should be unique from other businesses in the industry so that you can differentiate yourself from your competitors.*

# Website Call-to-Action Offer:

*Insert website call-to-action offer here*

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*Example:*

*To decide if health coaching is right for you, I invite you to schedule a free initial consultation with me. During this session, we will discuss your current health and lifestyle to determine how I can best support you in achieving your wellness goals. Are you ready to live a life you love? ? Let's connect!*

*Tip: Explain the process and what you’re looking to achieve through your initial conversation. Get your future clients excited to start the process and begin working with you!*