

BUSINESS PLAN

Business & Marketing



BUSINESS PLAN 2025

PHASE ONE

MY TARGET MARKET

MY MESSAGE TO MY
TARGET MARKET

WHATE MEDIA WILL I
USE TO FIND MY
TARGET MARKET

PHASE TWO

WHAT WILL BE MY
LEAD GENERATION
SYSTEM

WHAT WILL BE MY
LEAD NURCHURING
SYSTEM

WHATS MY
CONVERSION STRATEGY

PHASE THREE

HOW DO I DELIVER A
GREAT EXPERIENCE

HOW DO I INCREASE
CUSTOMER VALUE

HOW DO I CREATE
TESTIMONIALS AND
REFERRALS