



Online Business Plan – For _____

Business USP / “Marketing Hook”

My Industry (e.g. “Health & Fitness”)	
My Niche (e.g. “The Keto Diet”)	
How Will You Brand Your Business To Make It Stand Out From Your Competitors? (E.g. Your Experiences, Personality, Approach, Unique Methodology, Etc.)	
How Are You Going To Prove Your Claims To Them?	

Other Similar Companies

My top 10 competitors and similar companies I'll be analyzing for their marketing secrets and modelling (e.g. the phrases they use, etc.) will be:

-
-
-
-
-
-
-
-
-
-

What Do They Do Well?	
What Could They Improve Upon?	
How Are They Getting Their Traffic? <i>(HINT: Use SimilarWeb.com And Other Spy Tools)</i>	

Audience Research

The better I know my audience, the better I can sell them what they want, and the more sales I'll make. So here is what I've discovered about my ideal prospects...

Is The Niche Focused Towards A Specific Gender?	
How Old Are They?	
Are They Married?	
Do They Have Kids?	
How Educated Are They?	
How Wealthy Are They?	
Do They Live In The City Or Rural Locations?	
What Kind Of Job Roles Do They Work In?	
What Do They Struggle With, To The Point Where It Keeps Them Up At Night?	
What Types Of Products Do They Like To Buy In My Niche?	
Is There A Way I Could Model What's Already Working For Myself?	

Product Line

The key to making a large profit from an online business quickly is to have a large Lifetime Customer Value (LCV) metric, i.e. how much each customer spends with you on average.

This is achieved through ascending your customers through low-effort stages into high-effort stages (e.g. free report or video --> webinar --> enrolment), and by ascending your “product ladder” (e.g. \$27 video course --> \$97 upgrade --> \$497 service --> \$3000 coaching program, certification or retreat).

Here are a few ideas/concepts about how I could structure my product line...

Free Lead Magnet	
Front-End Offer	
Upsell #1	
Upsell #2	
Upsell #3	
Mid-Ticket Offer	
High-Ticket Offer	
BONUS: Very High-Ticket Offer (\$20,000+)	

My Next Steps

Now I have a proven plan for my business, I can get started with the implementation right away, so I can start making a profit as soon as possible.