



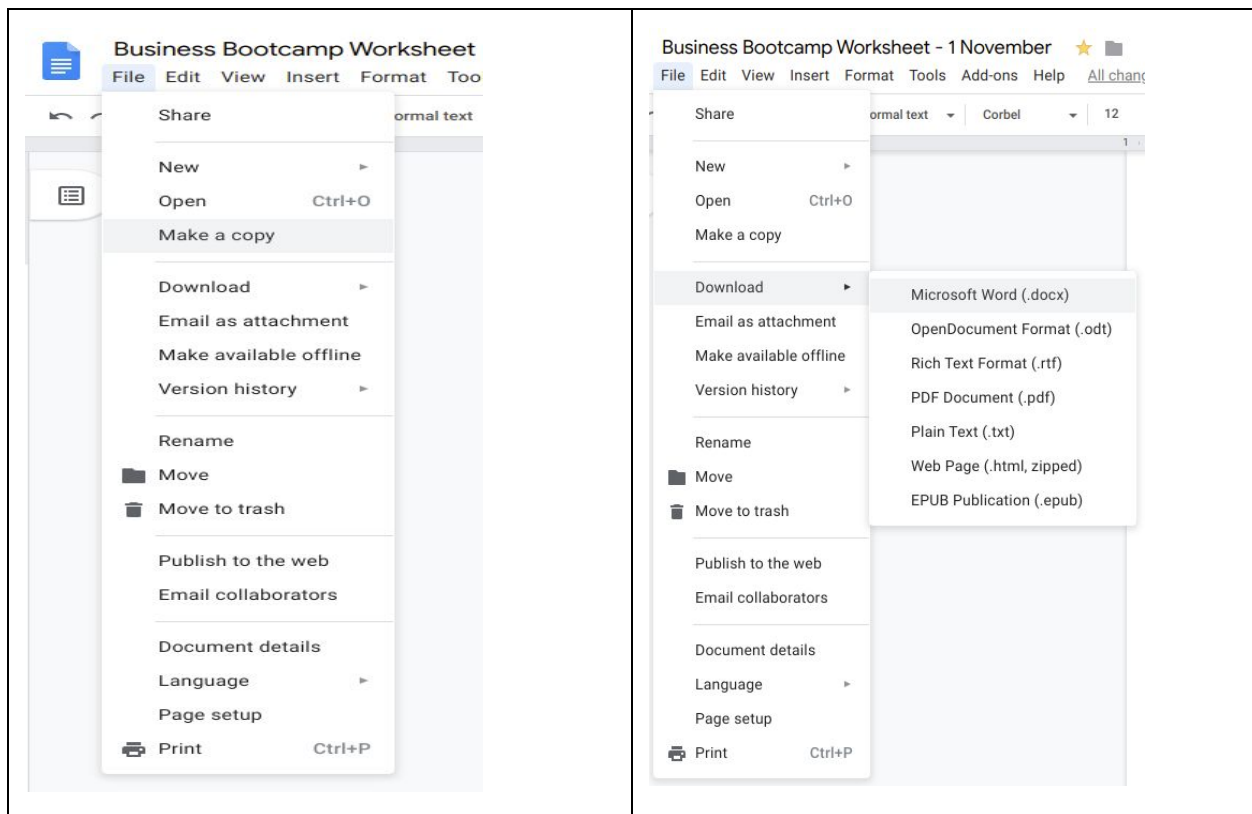
Introduction:

This worksheet is something you can take away from the Boot Camp. All of the concepts and theories are explained in the Bootcamp.

This worksheet contains the expertise, tools and templates to analyse your business idea or business and make it successful.

Save the file:

This worksheet is a live version. It is updated, to save your own version of the file simply Go to File "Make A Copy" and save your own version of the file. Alternatively, you can download the file. Go to File "Download" and choose the format you want to download the file into.



1. FINDING A BUSINESS IDEA

If you have already found your business idea skip to Question 2.

Answer the questions below to help you find a **profitable** business idea.

What are your Interests?

What are your qualifications?

Explain your work experience

What are your passions and/or interests

Have you seen a business abroad that you think can work in your country?

What problem do you need to solve (can be anything)

Speak to as many friends as possible

Any businesses out there you think you could do a better job at

What can't you get locally?

Now evaluate your answers and think of as many ideas as you can.

Think of at least one idea from the following sections.

- Your dream business or your passion.
- You are qualified to run or is closely related to your job.
- A local market that is under-served and there is a demand.
- Something you can do from home.
- A business you think will grow.

2. HOW TO FIND A PROFITABLE MARKET

What would you type in google if you were searching for your business?

1. _____
2. _____
3. _____
4. _____
5. _____

What are the interests of your target market?

1. _____
2. _____
3. _____
4. _____
5. _____

Keyword Research

Do some keyword research on what people would search for if they were looking for your business.

Try

[Ubersuggest](#)

[Google Trends](#)

Then analyse look at your competitors using

[Similar web](#)

[Owler](#)

[Crunchbase](#)

3. TEST YOUR IDEA & DEVELOP A GOOD PRODUCT

The best businesses solve one problem really well, to begin with.

Simplify your business idea as much as you can below, try to solve one problem really well.

What kind of results do you need to see to convince you your business idea will work?

Now develop a

- Prototype
- Storyboard
- Presentation
- Video

And get feedback from potential customers.

Conduct a survey using:

[Survey Monkey](#)

[Google Forms](#)

[Form Stack](#)

Don't forget to document what they say about your idea. If enough people say the same thing then you should revise your product offering. Remember, it's the customer what counts most

4. - DETERMINING YOUR IDEAL CUSTOMER

To create effective marketing campaigns you need to know as much as your target market as possible.

You need to find out the following information about them.

1. How old are they?

2. What gender are they?

3. Where do they live?

4. How much do they earn?

5. What social/religious/racial group are they in?

6. If you had a magic wand and could give them anything they want... what do they most desire?

7. Regarding your business sector, what do they want?

8. What do they need?

9. What are they afraid of?

10. What frustrates them?

11. What do they lose sleep at night?

12. What will be their biggest objections to doing business with you?

13. Where do these people gather in groups?

14. What do they read?

15. What other media do they digest?

5. - HOW TO FIND A KILLER USP

Step 1

From what you found out in the previous section, write down what is most important to your ideal customer.

1. _____
2. _____
3. _____

Step 2

Gather the following information on your competition

1. Do they offer exactly the same products as you, if not, what are the differences in their offering?
2. What customer needs or wants are they satisfying?
3. What is their unique selling point?
4. How do they position themselves in the market?
5. How do they market themselves?
6. Where do advertise?
7. What sales channels do they use?
8. Are they growing, declining or stagnating?
9. How good are their employees? How many do they have and what do they do?

Step 3

Answer the question below

What will it take for your ideal customer to do business with you and not your competitors?

Step 4

Choose how to distinguish yourself from the competition. try to find at least one way in each category then test them with prospective customers.

Price

Convenience

Value

6. LEAD MAGNET IDEAS

Creating a compelling Lead Magnet is one of the most important things you can do to grow your business.

Lead Magnets are special deals you put together to secure more new customers and drive past customers back to you.

Make sure your Lead Magnet provides a solution to your customers biggest problems or designers

Types of Lead Magnets

- Discounts
- Free trials,
- Money-back guarantee,
- Packages (e.g., combining different products and/or services)
- Free & valuable information

Additional Advice

<https://optinmonster.com/9-lead-magnets-to-increase-subscribers/>

<https://www.hellobar.com/blog/lead-magnet-ideas/>

The next step for you now is to find the best channel for you to market your Lead Magnet. If you have researched your target market correctly it will not be hard to find the right channel to market your business.

Online	Offline
Facebook	TV, Radio, Newspapers
Google Advertising - (Search, Gmail, Youtube)	Flyers, Poster, Card
Bing & Yahoo	Classified Ads
Twitter	Referral Networks & Networks
Pinterest	
Linkedin	
Content Marketing Platforms	
Remarketing Networks	
Directories (Yell, Thomson)	

7. SALES OBJECTIONS

Write down your strategy as much detail as possible to overcome your customers' sales objections.

Watch this short video about Blocking Sales Objections from Victor Antonio, an expert sales trainer.

<https://youtu.be/WdYGdpTTLEs>

Step	Objection	Strategy To Overcome
N	No Money	
T	No Trust	
N	No Need For Your Service	
U	No Urgency For Your Product / Service	
T	No time to buy or implement your Product/Service	

When you have finished, update all of your marketing and sales materials to include your responses to the sales objections.

8. WRITING A BUSINESS PLAN

Before you write your business plan, answer these questions as thoroughly as possible. Then discuss what you have written with as many people as you can and ask for their feedback.

Update your questions with their feedback. Only then should you try to write your business plan.

Why does your business need to exist?

What Does Your Business Do?

How does that Benefit Your Customers?

Where is your business going to be in 5 years

How Are You Going To Stay Ahead Of Competition and keep your customers happy

What skills and qualities will you bring to the business?

How Much Money Are You Going To Make?

How much money do you need?

Why would someone loan or invest money in your business (what will they get out of it)?

Now use the resources below to start to create your business plan.

Sample Business Plans

Use the sample business plans below as a template to get you started. The plans below have sample data/research but they need to update them.

Make a copy of the files or download them in any format you like.

To Download

Select File >> Download >> then select your file

To Copy

Select File >> Make A Copy >> then create a new file

Business Plans

1. [Cafe](#)
2. [Indian Restaurant](#)
3. [Consultant](#)
4. [Paint & Decorating](#)
5. [Vegetarian Restuarant](#)
6. [Road Haulage](#)
7. [Mobile Application](#)
8. [Athleticwear \(Clothing\)](#)
9. [Patisserie](#)
10. [Car Mechanic](#)
11. [Domiciliary Care](#)
12. [Fast Food](#)
13. [Film Production](#)
14. [Day Nursery](#)
15. [Supported Living](#)
16. [Property Development](#)
17. [Wellness & Beauty](#)

Blank Business Plan Templates

1. [Business Plan Template](#)
2. [Business Plan Template \(Modern\)](#)
3. [Business Plan Check-list](#)
4. [5 Year Financial Projection Model](#)

9. HOW TO GET FUNDING FOR YOUR BUSINESS

The best way to maximise your chances for funding is to look in the places. Not every business will get interested in Angel Investors and VC's. It's best to be realistic and focus on preparing your business plan and other documents for the most appropriate audience.

Use the table below to find your business type and find out the most likely sources of funding.

Business Type	Friends & Family	Angel Investor	Crowdfunding	Bank Loan	Start-up Loan Co.	Grants
Technical or Engineering	Yes	Yes	Possibly	Yes	Yes	Yes
Live Events, Experiences, Entertainments	Yes	Possibly	Yes	Unlikely	Possibly	Unlikely
Technology	Yes	Yes	Yes	Yes	Yes	Possibly
Education / Training	Yes	Yes	Yes	Yes	Yes	Yes
Memberships	Yes	Unlikely	Yes	Unlikely	Unlikely	Unlikely
Custom Made Products	Yes	Yes	Yes	Unlikely	Possibly	Unlikely
Local Businesses	Yes	Yes	Yes	Yes	Yes	Possibly
Religious, Social Or Movement	Yes	Possibly	Yes	Possibly	Yes	Yes
Fashion & Accessories	Yes	Possibly	Yes	Possibly	Yes	Unlikely
Analytical & Research	Yes	Possibly	Unlikely	Unlikely	Possibly	Yes
Sports or Hobby based	Yes	Yes	Yes	Yes	Yes	Possibly
Children based	Yes	Yes	Yes	Yes	Yes	Yes
Food & Drink related	Yes	Yes	Yes	Possibly	Yes	Possibly
Health / Wellbeing	Yes	Yes	Possibly	Unlikely	Yes	Possibly
Environmental	Yes	Yes	Yes	Yes	Yes	Yes
Construction	Yes	Yes	Possibly	Possibly	Yes	Yes
Domestic Services	Yes	Possibly	Unlikely	Possibly	Yes	Unlikely
Media broadcasting	Yes	Yes	Possibly	Possibly	Possibly	Possibly
Marketing & PR	Yes	Possibly	Unlikely	Possibly	Possibly	Unlikely
Business Services	Yes	Possibly	Unlikely	Yes	Yes	Unlikely
Travel & Leisure	Yes	Yes	Yes	Possibly	Possibly	Possibly

Key

Y = Yes (Likely)

P = Possibly

U = Unlikely

10. SEVEN STEPS TO PROFITABILITY

If you want to set your business up for unlimited growth get down on paper what your current processes are and develop new strategies to improve them.

Remember, if you improve each by 5 %, you could potentially double your business.

	Step	As Is	To Be
1	Attracting Leads & Prospects to your business		
2	Sales from existing customers		
3	Sales from old customers		
4	Sales conversion rates		
5	Revenue per customer		
6	Variable Costs		
7	Fixed costs		

11. PERFORMANCE MANAGEMENT & METRICS

The final step in this Bootcamp is for you to set up a robust performance management and business analysis process.

The best way to do this is to create a metrics dashboard that is linked to your strategic goals.

Step 1

List the top five objectives for your business

Step 2

Now choose up to 3 goals you need to complete to achieve each objective.

Step 3

Next, develop at least 2 ways of measuring the performance of your goals.

This could be sales, employees, conversion rates, retention rates, employee numbers etc.

Objective 1	Goal 1	KPI 1
		KPI 2
	Goal 2	KPI 3
		KPI 4
	Goal 3	KPI 5
		KPI 6
Objective 2	Goal 1	KPI 1
		KPI 2
	Goal 2	KPI 3
		KPI 4
	Goal 3	KPI 5
		KPI 6
Objective 3	Goal 1	KPI 1
		KPI 2
	Goal 2	KPI 3
		KPI 4
	Goal 3	KPI 5
		KPI 6
Objective 4	Goal 1	KPI 1
		KPI 2
	Goal 2	KPI 3
		KPI 4
	Goal 3	KPI 5
		KPI 6
Objective 5	Goal 1	KPI 7
		KPI 8
	Goal 2	KPI 9
		KPI 10
	Goal 3	KPI 11
		KPI 12

The final step is for you to put in your diary the time for someone in your business to compile the information and time for you to review it with your team and work on an action to improve your numbers.

While doing this it would also be useful for you to compile a SWOT Analysis.