



# **DIGITAL ENERGIZER**

## **CLIENT BUSINESS PLAN**

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**SETTING THE FOUNDATION**

*"I wrote it down and I followed through"- Nipsey Hussle*



# MY BUSINESS PLAN

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## BUSINESS IDENTITY

WHO YOU ARE. WHAT YOU DO. WHO YOU HELP AND HOW.

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## COMPANY MISSION STATEMENT

YOUR VISION. YOUR GOALS. SHORT AND LONG TERM.

*"Believe you can and you're halfway there- Theodore Roosevelt"*

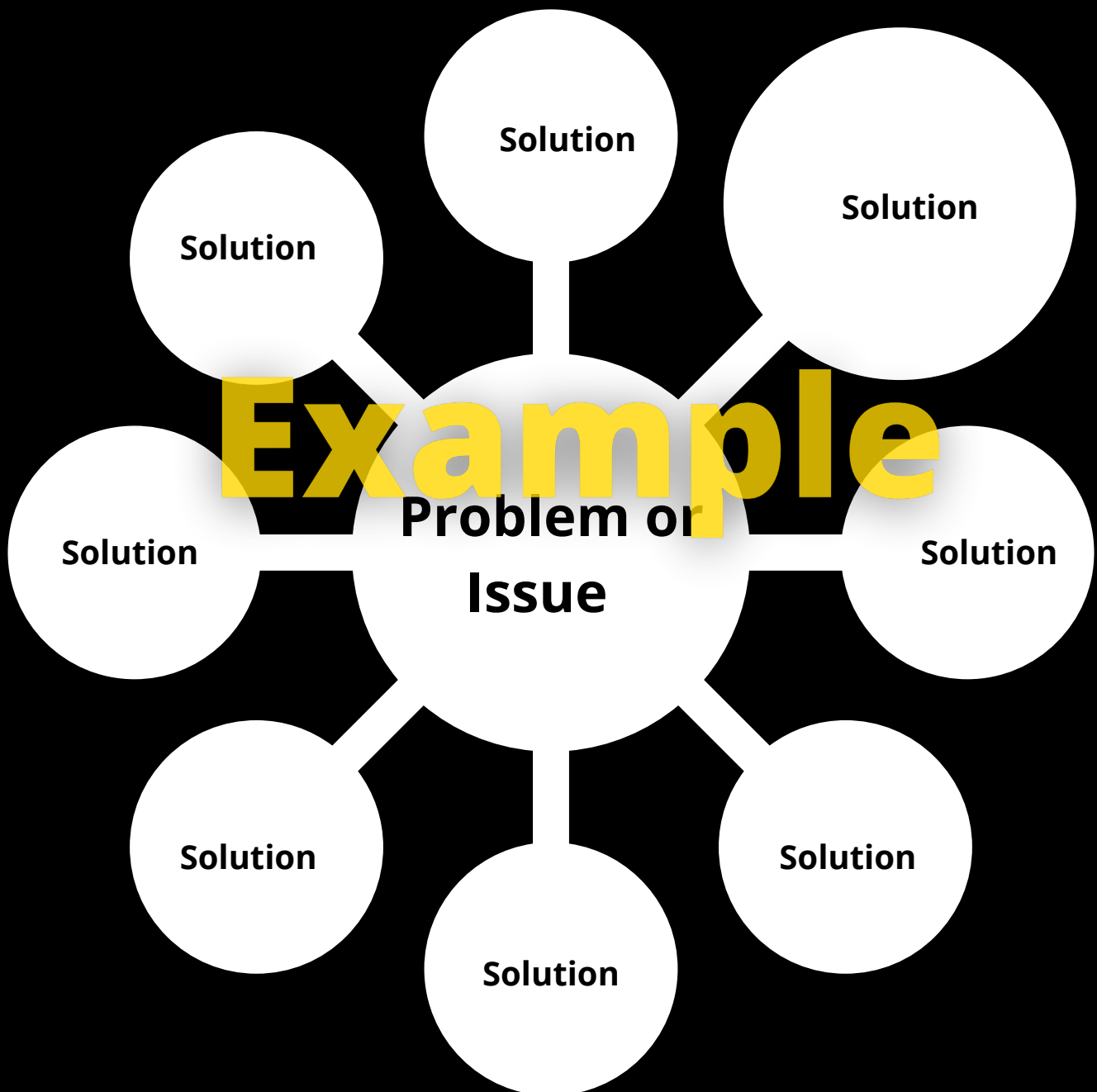


# MY BUSINESS PLAN

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**WHAT PROBLEM/ISSUE ARE YOU SOLVING?**  
(DEFINE YOUR OPPORTUNITY)

**ORGANIZE YOUR THOUGHTS**



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*"Take risks. If you win, you'll be happy; if you lose, you'll be wise"*

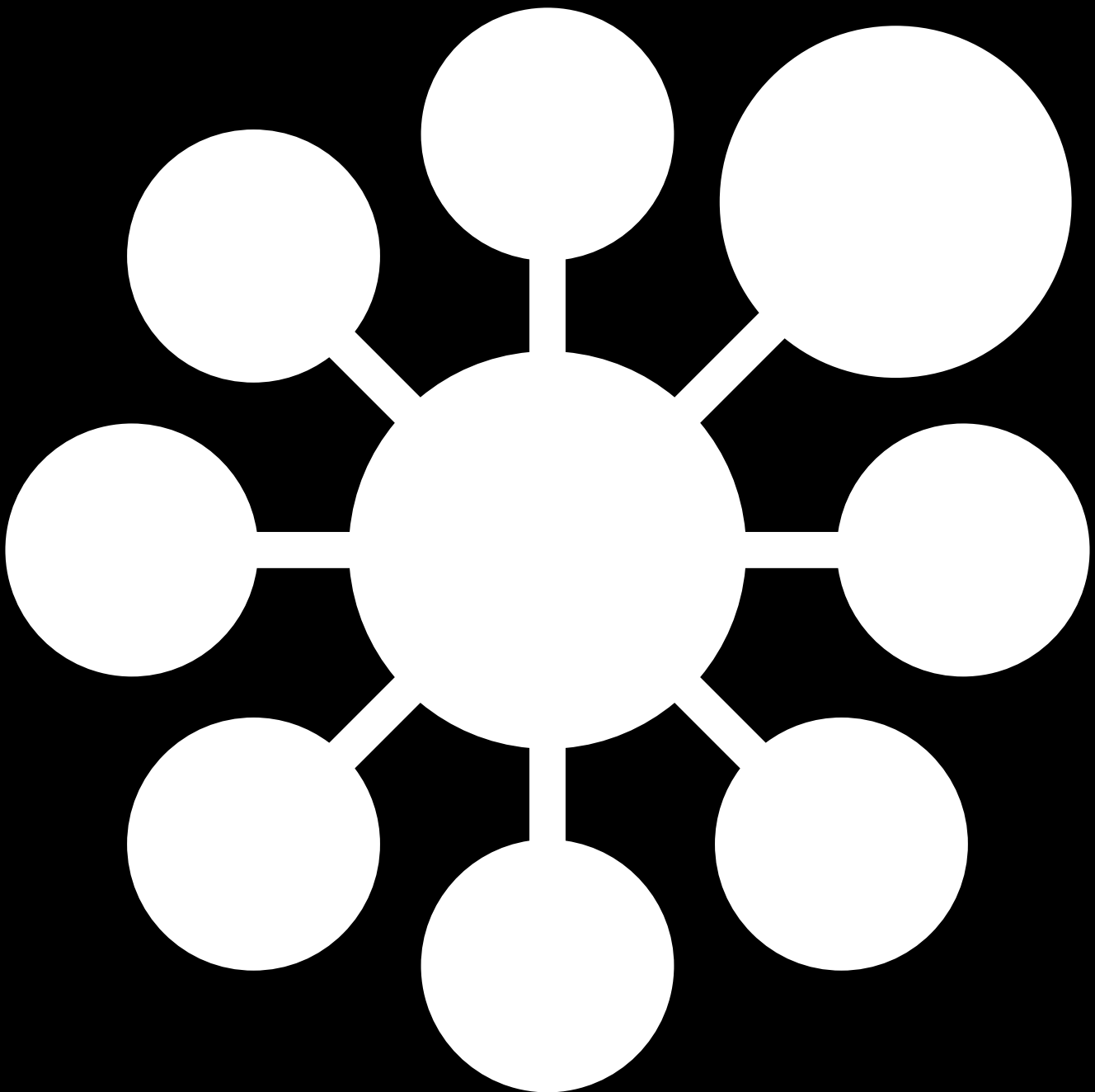


# MY BUSINESS PLAN

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(DEFINE YOUR OPPORTUNITY)

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"The successful warrior is the average man, with laser-like focus"

Bruce Lee



# MY BUSINESS PLAN

## S.W.O.T ANALYSIS



*A goal properly set is halfway reached- Zig Ziglar*



# MY BUSINESS PLAN

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## BUSINESS STRUCTURE

### OUR TEAM

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### PARNTERS & CONNECTIONS

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*"Nothing is impossible, the word itself says I'm possible" -George Adair*



# MY BUSINESS PLAN

## MARKETING ANALYSIS

AUDIENCE  
(WHO IS CLIENT/CUSTOMER DEMOGRAPHICS,  
CHARACTERISTICS)

COMPETITION  
(ALTERNATIVES TO YOUR OFFERING)  
SALES CHANNEL (REVENUE STREAMS)

MARKETING STRATEGY  
(COMMUNICATING HOW, MESSAGE, PROMOTION)

*"Fortune favors the bold"- Virgil*



# MY BUSINESS PLAN

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## SALES STRATEGY

WHAT ARE YOUR SALES GOALS?  
HOW WILL YOU TURN LEADS INTO  
CUSTOMERS?

*"A goal is a dream with a deadline"- Napoleon Hill*



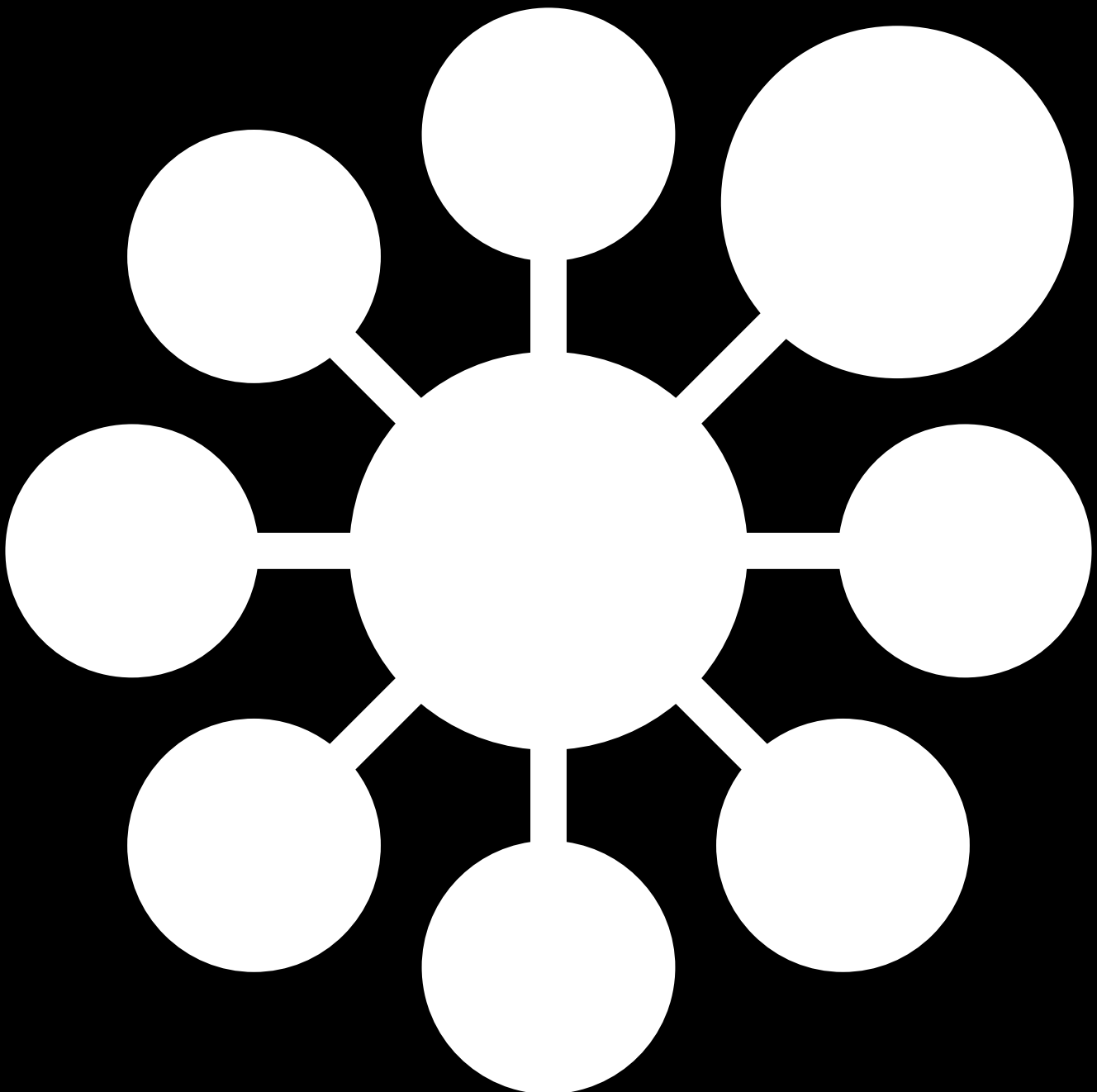


# MY BUSINESS PLAN

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## SALES PLAN

### PRODUCT OFFERINGS/ SERVICES



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*"You can't build a reputation on what you are going to do"- Henry Ford*





# MY BUSINESS PLAN

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## EXECUTIVE SUMMARY:

*THINK OF THIS AS YOUR "WHY", BE COMPELLING, SHARE YOUR PASSION, VISION, TALENT*

## BUSINESS OPPORTUNITY:

*THINK OF THIS AS THE "WHAT", SUPPORTING YOUR REASONS FOR THE VIABILITY OF THIS BUSINESS*

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*"There are no shortcuts to any place worth going"- Beverly Sills*



# MY BUSINESS PLAN

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## EXECUTION:

**THINK OF THIS AS YOUR "HOW", THE FEASIBILITY OF PROMOTING, FULFILLING, GROWING THE BUSINESS ACTIVITIES**

## FINANCIAL PROJECTIONS:

**WHAT DOES IT COST YOU TO START YOUR BUSINESS? ACCOUNT FOR MONTHLY EXPENSES, PRICING FOR SERVICE, AND PROJECTIONS**

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*Success is the sum of small efforts, repeated day in and day out"*  
*Robert Collier*



# MY BUSINESS PLAN

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## THE ONE THING

WHAT IS THAT ONE THING YOU CAN DO THAT  
BY DOING IT EVERYTHING ELSE WILL BE  
EASIER OR UNNECESSARY?

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*"Great minds discuss ideas, average minds discuss events,  
small minds discuss people"- Eleanor Roosevelt*