

A white mug filled with coffee sits on a white surface. Below it, a calendar is open, showing dates like 5, 12, 19, 26, 27, and 28. To the right, a pair of glasses with tortoiseshell frames is visible. A pink rectangular box is overlaid on the center of the image, containing the title text.

PLAN YOUR SUCCESS

WOMEN IN BUSINESS WIB
WORKBOOK

WWW.WEAREWIB.COM

First of all, Welcome!

Business planning is very important for the success of your small business. This is why I am glad you are here!

Before getting started, here are 2 blog posts that you may want to read

One talks about why business planning is so important and the other talks about the benefits of business business planning.

Read also:

Why Business Planning Is Important for Your Business Growth.

Business Plans Help You Grow Your Business.

If you want something more deeper checkout how to be your highest self.

Good luck

Ugochi Ogundare

Year End Review

Before you go on it would be very helpful if you spend some time looking back at what happened last year. Recognizing your successes will help you to group what is working and reflecting on the areas that didn't go well will give you understanding into opportunities for improvement or things to let go of.

What went well?

What didn't go as planned?

What will you do differently?

Your Vision & Mission Statements

Having your vision and mission statements revisited is a great way to start your business plan. They will help you keep your eye on the big picture.

Your Vision Statement

Your Mission Statement

Income Generation

How does your business generate income? Do you sell physical products? digital downloads or do you provide services?

How do you want your business to generate income?

What are you adding?

What are you taking away?

What are you improving on?

Marketing Analysis

Figure out who your major competitors are. Who they sell to and what they offer.

Competitors Name	Their Customers	Their Products and services

Top Goals

My word/Quote/Theme for the year is

My quote:

Your top 3-5 goals for this year.

1.

2.

3.

4.

5.

Marketing & Promotion.

How are you going to market and promote your goods and services? Decide your main marketing activities and plan them out.

What type of marketing activities will you use?

Describe Your Target Market

Top Marketing Goals

January	February
March	April
May	June
July	August
September	October
November	December

90 Days Plan

What projects or initiatives do you want to accomplish in the next 90 days/3 months? Limit yourself to 3 business objectives plus one (1) development objective or new habit.

With this you can stay focused on your goals all year round without so much effort or deviation from your goals.

Business objectives 1.

Business objectives 2.

Business Objectives 3.

Development Objectives

Habits to adopt

Habits to drop

Habits to improve upon

Measure Your Success

Decide on how you will measure your success. Think about what makes sense for your business and what doesn't make sense for your business then pick out 5 metrics/actions to track monthly.

Enter the actions you will track in the column headings below.

	#01	#02	#03	#04	#05
January					
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					

