

THE SELF EMPLOYMENT SERIES

4. how to write the best business plan in the world ever - part 1

here are the first five sections to put in your business plan. some may be long, some may be small; do whatever you think is relevant to you and your business.

1. overview: your business logo, 5 to 15 keywords that capture your brand/business, introduction paragraph that outlines a brief account of your product/services, your values, the problem you're going to solve and how you will solve it.

2. detailed overview: list your products/services, opening hours, staff that you'll need and the hours they'll work, services that will be outsourced, branding (fonts that you'll use, the colour scheme and style of your brand visuals).

3. the team: list the people involved in setting up the business, their relevant experience and qualifications, their roles and responsibilities within the business.

4. unique selling point: this is super important - give it a lot of thought! what makes you different? what do you offer that no one else does? how does this fulfil customer needs?

5. location: why did you choose your location? how can it benefit your business? how can it hinder your business?