NAME

DATE

LAUNCH, GROW & SCALE

PERFECT BUSINESS PLAN

SAMHENDO.COM

LAUNCH > GROW > SCALE

VALUES

1.
2.
3.
4.
5.

PURPOSE

1.
2.
3.
4.
5.

BHAG

1.
2.
3.
4.
5.

KEY GOALS

1.
2.
3.
4.
5.

ONE LINER

1.
2.
3.
4.
5.

KEY MESSAGES

1.
2.
3.
4.
5.

WHAT WE DON'T WANT

1.
2.
3.
4.
5.

IDEAL CLIENT AVATARS/ NICHE

1.
2.
3.
4.
5.

STRENGTHS

1.
2.
3.
4.
5.

WEAKNESS

1.
2.
3.
4.
5.

OPPORTUNITIES

1.
2.
3.
4.
5.

THREATS

1.
2.
3.
4.
5.

VALUE PROPOSITION

1.
2.
3.
4.
5.

MEETING CADENCE

DAILY HUDDLE

WEEKLY

MONTHLY

QUARTER RETREAT

ANNUAL RETREAT

SOCIAL

WEEKLY

MONTHLY

QUARTERLY

ANNUALLY

CELEBRATIONS

1.
2.
3.
4.
5.

FINANCIALS (BUDGET)

MONTHLY

INCOME $

EXPENSES $

PROFIT $

EBIT $

EBIT %

QUARTERLY

INCOME $

EXPENSES $

PROFIT $

EBIT $

EBIT %

ANNUALLY

INCOME $

EXPENSES $

PROFIT $

EBIT $

EBIT %

FINANCIALS (ACTUAL)

MONTHLY

INCOME $

EXPENSES $

PROFIT $

EBIT $

EBIT %

QUARTERLY

INCOME $

EXPENSES $

PROFIT $

EBIT $

EBIT %

ANNUALLY

INCOME $

EXPENSES $

PROFIT $

EBIT $

EBIT %

SCORECARD (BUDGET)

MONTHLY

#1

#2

#3

#4

#5

QUARTERLY

#1

#2

#3

#4

#5

ANNUALLY

#1

#2

#3

#4

#5

SCORECARD (ACTUAL)

MONTHLY

#1

#2

#3

#4

#5

QUARTERLY

#1

#2

#3

#4

#5

ANNUALLY

#1

#2

#3

#4

#5

MARKETING ACTIVITIES

WEBSITE	EMAIL	FACEBOOK	INSTAGRAM EG. ORGANIC POSTS/ADS	YOUTUBE EG. CHANNEL	LINKEDIN EG ORGANIC VIDEO	TIKTOK EG. POSTS	PODCAST EG. ANALYTICS/ DESIGN