

Business Plan

Premium Fillable Template

A guided planning tool for clarifying your business idea, strategy, operations, finances, and next steps. Complete each section at your own pace and save your progress.

Use this plan to move from idea to action with clarity, discipline, and purpose.

Prepared By

Date

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Live a Crowned Life

How to Use This Template

Complete, save, revisit, refine

Use short, clear answers first. Then return to expand each section. If you are unsure, write your best current answer and mark items for research. This document is for planning and educational use and does not replace professional legal, tax, financial, or licensing advice.

Planning Stage

- ☐ Idea
- ☐ Startup
- ☐ Operating
- ☐ Expanding
- ☐ Seeking funding

Business Name

Owner / Founder

Industry

Primary Location

One-Sentence Business Concept

Top Goal for the Next 90 Days

Key Questions to Resolve

Purpose

High-level overview

Summarize the most important parts of your business plan. Keep it clear enough that someone can understand your business, target customer, value, and next steps quickly.

Mission Statement

Vision Statement

Core Problem You Solve

Your Solution / Core Offering

Summary of Business Goals

Company Overview

Who you are and why it matters

Describe the business structure, background, and what makes the company useful, credible, or different.

Legal Structure

Launch Stage / Status

Company Background

Unique Value Proposition

Customer Profile

Who you serve

Identify your ideal customer. Consider age range, location, income level, needs, habits, pain points, and decision factors.

Primary Target Customer

Customer Pain Points and Needs

Market Research

Use facts where available

Describe the market, demand, customer behavior, trends, and opportunity. Add notes from research, surveys, observations, or industry reports.

Market Trends and Opportunities

Competitor Overview

Competitive Advantage

Positioning Strategy

- ☐ Lower cost
- ☐ Premium
- ☐ Convenience
- ☐ Expert guidance
- ☐ Speed
- ☐ Niche focus

Market Gap You Can Serve

Products and Services

What you offer

List your main products or services. Explain the benefit, price logic, and how each offer helps the customer.

Main Products / Services

Pricing Strategy

Customer Benefits

Revenue Model

How the business earns

Revenue Streams

Key Costs

Marketing and Sales Plan

How customers find you

Explain how people will learn about the business, trust the business, and take action. Include online and offline channels if useful.

Marketing Channels

- ☐ Website
- ☐ YouTube
- ☐ Social media
- ☐ Email
- ☐ Ads
- ☐ Referrals
- ☐ Events

Brand Message / Positioning

Customer Acquisition Plan

Retention / Follow-Up Plan

Operations Plan

How the work gets done

Daily Workflow and Responsibilities

Tools, Vendors, Partners, or Technology Needed

Financial Snapshot

Use best estimates

Use reasonable estimates. Update the numbers as actual costs and revenue become available. Keep records to support assumptions.

Startup Costs

Monthly Variable Expenses

Target Monthly Profit

Monthly Fixed Expenses

Expected Monthly Revenue

Break-Even Estimate

Financial Assumptions

Funding Needs or Capital Plan

Recordkeeping / Accounting Notes

Action Plan

Turn strategy into steps

Focus on practical next steps. Make each item specific, measurable, and tied to a date where possible.

Top 3 Priorities

30-Day Action Plan

60-Day Action Plan

90-Day Action Plan

Risk and Growth

Prepare and improve

Major Risks and Obstacles

Risk Reduction Plan

Growth Opportunities

Open Notes

Use this section freely

Capture ideas, research links, names, vendors, questions, meeting notes, and decisions you want to revisit.

Research Notes

Questions for Advisor, Partner, or Team

Final Notes and Decisions