

Mindset Michele's- Guide to Business Planning on a Page



Michele Gennoe

Month (When)	Customer Problems (Niche)	Customers (Who)	Services/ Products (How)	Channels to Market (Where)	Outcome \$ (Value)
	What problems are we solving?	Who are your customers- think about Avatars eg Stuck Susan, Poor Pete?	What specific services or products are you selling to your customers?	Where are you telling customers about your services/ products? eg Facebook	Put a \$ value on activities and results
Jan					
Feb					
Mar					
Checkpoint					
Apr					
May					
Jun					
Checkpoint					
Jul					
Aug					
Sep					
Checkpoint					
Oct					
Nov					
Dec					
Review					