

Online business planner

From first idea to a weekly routine you can keep.

Name _____ Year _____

Business on one page

Short answers only.



Who I help

Problem I solve

What I sell

How they find me

What it costs to run

How I get paid

First 90 days

What makes me different

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Monthly plan

Three priorities, not thirty.

Month _____ Year _____

Sales goal
$ _____

Cost limit
$ _____

Profit goal
$ _____

Priority 1

What _____

Why _____

Step 1 _____

Step 2 _____

Step 3 _____

Done by _____

Priority 2

What _____

Why _____

Step 1 _____

Step 2 _____

Step 3 _____

Done by _____

Priority 3

What _____

Why _____

Step 1 _____

Step 2 _____

Step 3 _____

Done by _____

Launches and posts

Sun	Mon	Tue	Wed	Thu	Fri	Sat

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Content planner

Plan it once, then reuse it on every channel.

Date	Topic	Where	Keyword	Link or offer	Made	Live
					☐	☐
					☐	☐
					☐	☐
					☐	☐
					☐	☐
					☐	☐
					☐	☐
					☐	☐
					☐	☐
					☐	☐
					☐	☐
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					☐	☐
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					☐	☐
					☐	☐
					☐	☐
					☐	☐
					☐	☐
					☐	☐

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Numbers to watch

Once a week. Ignore the rest.

Week	Visitors	Email list	Orders	Sales	Costs	Profit	Note
				$	$	$	
				$	$	$	
				$	$	$	
				$	$	$	
				$	$	$	
				$	$	$	
				$	$	$	
				$	$	$	
				$	$	$	
				$	$	$	
				$	$	$	
				$	$	$	
				$	$	$	
				$	$	$	
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				$	$	$	
				$	$	$	
				$	$	$	
				$	$	$	
				$	$	$	
				$	$	$	
				$	$	$	
				$	$	$	
				$	$	$	

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Launch checklist

For a product, a service or a new page.



Launch _____ Date _____

Before

- [ ] Product finished _____
- [ ] Price set _____
- [ ] Photos or mockups _____
- [ ] Sales page written _____
- [ ] Checkout tested _____
- [ ] Refund policy _____
- [ ] Delivery email tested _____

Launch day

- [ ] Announce by email _____
- [ ] Post on main channel _____
- [ ] Pin or post images _____
- [ ] Reply to questions _____
- [ ] Check orders arrive _____
- [ ] Fix broken links _____
- [ ] Thank first buyers _____

Week after

- [ ] Ask for feedback _____
- [ ] Update the page _____
- [ ] Share a result _____
- [ ] Write down numbers _____
- [ ] Plan the next offer _____

Lessons

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Tools and costs

Subscriptions add up quickly. Review them every quarter.

Tool	Used for	Per month	Per year	Renews	Keep
		$	$		☐
		$	$		☐
		$	$		☐
		$	$		☐
		$	$		☐
		$	$		☐
		$	$		☐
		$	$		☐
		$	$		☐
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		$	$		☐
		$	$		☐
		$	$		☐
		$	$		☐
		$	$		☐
		$	$		☐
		$	$		☐
		$	$		☐
Total		$	$		

Sales log

Orders with fees taken out.



Month _____ Year _____

Date	Channel	What I did or sold	Amount	Fees	Kept	Paid
			$	$	$	☐
			$	$	$	☐
			$	$	$	☐
			$	$	$	☐
			$	$	$	☐
			$	$	$	☐
			$	$	$	☐
			$	$	$	☐
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			$	$	$	☐
			$	$	$	☐
			$	$	$	☐
			$	$	$	☐
			$	$	$	☐
		Total	$	$	$	

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Business expense tracker

One line per purchase. Keep the receipt with this page.

Month _____ Year _____

Date	Paid to	What for	Category	Receipt	Amount
				☐	$
				☐	$
				☐	$
				☐	$
				☐	$
				☐	$
				☐	$
				☐	$
				☐	$
				☐	$
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				☐	$
				☐	$
				☐	$
				☐	$
				☐	$
				☐	$
				Total	$

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