



# BUSINESS PLAN

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The Simplest Business  
Plan to Help Grow Your  
Health & Wellness  
Practice

## Your Simple Business Plan | Health & Wellness Business Experts

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### *Think & Plan: The Simplest Business Plan to Help Grow Your Practice*

What niche is your business targeting?

Who is your ideal customer?

What is your business?

Where are your ideal customers?

Which content do you plan on producing in order to grow your list of followers?

- Instagram
- Facebook
- LinkedIn
- Twitter
- Pinterest
- Blog Posts
- Podcast
- Video Content
- Free Mini-Courses
- Free Digital Downloads

- Visual Tutorials
- Checklists
- Templates
- Live Content ie., Insta Stories, YouTube Live Video
- Webinars
- Email Communications
- Interviews
- Guest Posts

**How often can you create content for your ideal customer?**

**If you can't create much, can you invest in having extra help?**

**How do you plan to continue to keep in touch with your audience?**

*(Email, videos, blog posts... state how here)*

*(State the platforms you'll most likely frequent)*

**What is your ideal monthly income?**

**What product or service will allow you to earn this income?**

- Partnerships
- Affiliate Sales
- E-books
- Courses

## CONTINUED ...

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- Physical Products
- Services
- Coaching & Consulting
- Membership Site

How much do you need to sell of each of your offerings in order to meet your monthly income goal?

How do you plan to expand your reach in your market in order to increase sales and overall ROI?