

Free

Comprehensive

Online Business

Workbook

Sunu Philip

Comprehensive Online Business Workbook

A Simple Planning Guide

Created By:

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This is an enhanced version of the online business plan template I provided along with the [31 Days to Start an Online Business](#) series. As I was going through the document few weeks back, I felt I could add a bit more information in order to make it more comprehensive.

Imagining myself as a startup entrepreneur once again, I recalled what resource would have helped me when I was starting out almost broke after being scammed! I wanted to give you an accurate workbook that would cover all the pertinent aspects of setting up and running a successful online business.

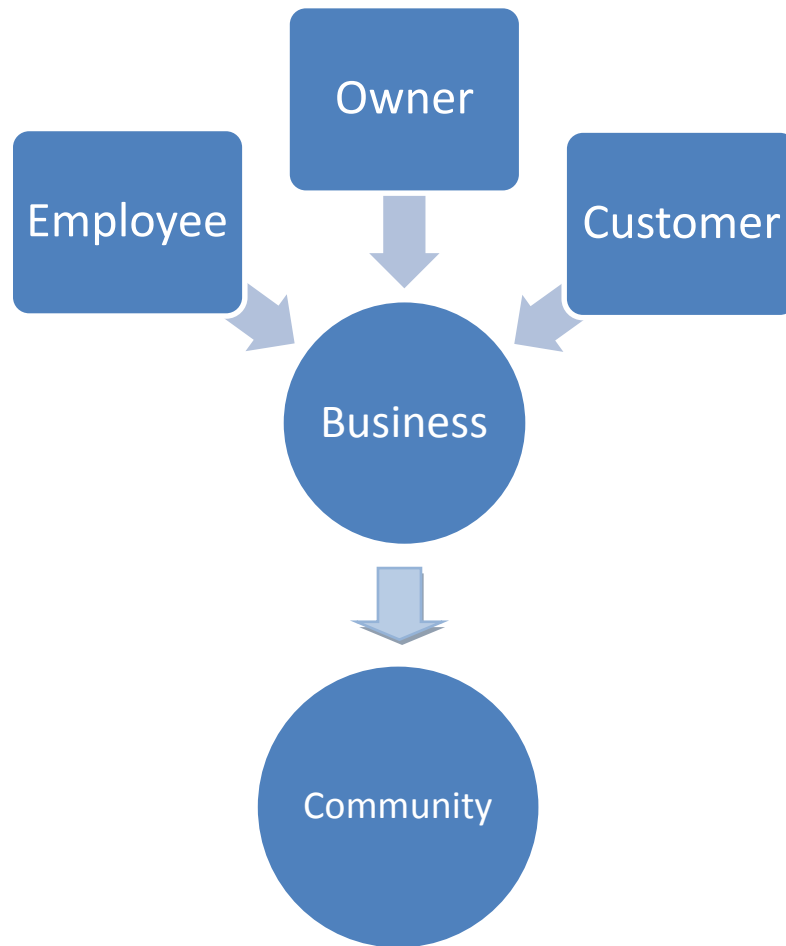
I've taken the idea behind the initial free template and added a few vital elements essential for building a thriving online business. There are 4 different sections that answer the Why, What, Who and How questions behind your business.

Consider this workbook to be a puzzle. As you fill in the blanks, you are in a way piecing together bits and pieces, thereby creating the big picture - your dream business!

You might have the desire to create a business online and the ideas to back it, but for it to truly flourish, you need clarity. This workbook has been created to give you more clarity about the entire process involved in setting up an online business from scratch.

I sincerely hope you will find this workbook useful in launching your internet business.

In a business, there are four key players:



1. Business Owner
2. Employee
3. Customer
4. Community

To build a successful and thriving business (especially a small business), one should satisfy the needs of these four core players. Many start-up businesses fail because they don't take into consideration one or more of the above mentioned group of people.

If you study successful businesses that have sustained a long term, they've all got one thing right - they have made it a priority to satisfy the important people in their business. Businesses with long term success goals should aim to achieve the same.

If you want to create a business that stays long, your business should satisfy the owner (that's you!), your customers, your employees (who will support you as you grow) and the immediate community that is benefitted by your business.

Using the online medium, you can very well start your business on your own. At that time, though, you will be wearing two hats; that of the owner and that of the employee. I learned this fact the hard way. I used to work my tail off, never considering the business owner side of me that should have been thinking of growth.

The reason I went into business and started one from home is to have a certain level of freedom, which I did not feel at that time. I had completely neglected the part of the business owner that I should have been playing. I was working as a full-time employee for my business!

In the initial stages, when the cash flow is less, you will have to work as an employee. But you need to take some time to play the role of an owner as well to get the business to grow.

I have reworked this planner to get you thinking from the correct perspective right from the beginning.

So, let's get started!

Why Does Your Business Exist?

I have done this mistake of starting without answering the why! It makes a huge difference. You will be more focused and you will have better clarity when you need to make difficult decisions. All the people in your business will also be much more tuned and focused by knowing why this business exists.

People are definitely a company's greatest asset. It doesn't make any difference whether the product is cars or cosmetics. A company is only as good as the people it keeps.

- Mary Kay Ash

{As you are working through this planner, simply write down what comes to your mind - it doesn't have to be eloquent yet. Just try to bring out what's on your heart!}

For the Business Owner

Why do you want to start this business?

When you have a few solid reasons to start the business, that will become your driving force. You might want the freedom to work from home, an extra income or a way to channel your free time. Try to be as honest as you can, and jot down your reasons below.

What do you want to achieve by starting a business?

List the results that you want to achieve by starting this business. They should represent the outcomes you'd like to see as an effect of your business - personal, financial, lifestyle related or societal.

For the Customer

Why should prospective customers choose your business over hundreds of similar businesses out there?

List out the reasons why customers would choose to buy from you. What more do you bring to the table? (You need to be ready to answer this in less than a minute. If you don't know it, how can you expect your buyers to know what they'll get from you?)

What experience do you want to give your clients so that they will come to you again?

One of big lessons I learned is that it is very easy to get repeat orders when you deliver on your promise or go a little beyond. I want my clients to feel that their marketing strategy is safe in my hands - that I will work honestly for them and deliver quality results. Your business clients should feel that they can trust you to provide the kind of value you promise. How do you want your clients to feel?

For the Employee

Why should an employee want to work for you?

Nowadays, it is not just monetary benefits that people look for. They want to feel like they're a part of something big. They should also be able to learn and grow as they work for you. List out the reasons a prospective employee would want to work with you.

What experience do you want to give your employees, so they will stick with you for a long time?

We notice that in business, people are rapidly moving from one business to the next. One of your biggest challenges will be to keep your employees with you in the long run. They should be able to share your vision and work with you to take your business to the next level. How do you plan to retain your employees?

For the Community

What does your business pass on to the community? What legacy does it leave for future generations?

What Is Your Business About?

What is your business idea?

Jot down what core idea your business will be built on.

What specific need will your business meet?

What kind of business are you going to start? Will it be service-oriented or product-oriented?

Your business can sell a product – either physical or digital. Or you might want to offer your services for a price. Define which your business will be based on.

What product are you going to sell? Or which service are you going to provide?

What are your Unique Selling Propositions (USPs)?

Define 1 or 2 unique selling propositions that make your business different from other similar ones out there. You can take a look at [this article](#) for more information.

Who

Who is the targeted audience?

Which demographic will your business target?

Who is the competition? What are their strengths and weaknesses?

Who is your ideal client?

Create a sample profile of your ideal client, taking into account factors such as age, gender, hobbies, spending habits, etc.

Who is your ideal employee?

As your business grows, you will need employees. Note down the characteristics and skill sets your ideal employee should possess. Believe me, the right person will make all the difference.

How?

How equipped are you to start this business?

Do you have adequate knowledge to start and run an online business? This will help you be better prepared for starting and managing your business. You can find your strengths and weaknesses, and identify the areas where you need external support.

How much time can you invest in building this business?

If you already have other commitments, determine how much time you can set apart each day in order to build your business.

How are you going to run the online business?

How will you create the product or provide the service?

How will the prospects know about your business?

Determine how prospective clients will hear about your business. Make an overview of your marketing plan.

How much capital investment do you need to start this business?

Define how much your start-up budget is. This will help you avoid unnecessary expenses and stick to your planned budget.

How much sales will you need to break even?

Calculate how many products/services you'll have to sell in order to regain the capital you've invested into the business.

You have received this action guide as part of the Online Business Startup Kit. The other components in this kit include:

- A brainstorming worksheet – to help you identify a legitimate business idea.
- A 10 step action guide to kick-start your business – to help you work through the steps involved in setting up an online business.
- A handy checklist – to help you work through the steps involved in setting up an online business.
- A social media strategy template & planner – to help you with your social media marketing.

The Comprehensive Online Business Workbook is to be used as a companion resource to all the other components in the kit mentioned above.

If you need any extra guidance with your online business, do not hesitate to contact me, Sunu Philip, Certified Internet Marketing Expert. You can reach me at Clothed.Scarlet@gmail.com or visit www.ClothedInScarlet.org for more information on what we have to offer.

If you've found this workbook helpful, please check out the other free resources in the [Online Business Startup Kit](#), and help us spread the word.

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