



Business Plan Journal

A guided tool to help you develop your business idea, plan your next steps, and reflect as you grow. Build what matters. Become who you're meant to be.

1. What's your business idea or dream?

2. What do you want your business to achieve?

3. What are your customers or clients like?

4. What are people looking for that your business can provide?

5. Are there other businesses like yours?

6. What are they good at, and where do they struggle?



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7. Describe what you're planning to sell or offer.

8. Why should people choose your products or services?

9. How will you tell people about your business?

10. How will you convince them to buy from you?

You've already taken a powerful step by investing in your idea. Now it's about continuing the journey—staying focused, getting curious, and taking aligned action toward your goals. Whether you're sketching out your first offer or still clarifying your vision, give yourself permission to grow at your own pace. Progress doesn't have to be perfect—it just needs to be intentional. Keep going. Your business is already becoming something real.