

The Nutritious Life Studio Level 2 **Ultimate Business Plan**

This business plan is a consolidation of many of the exercises from the Unit 3 handouts. Consider the individual handouts as your “practice areas” or your “first drafts” where you can brainstorm, ponder your answers, and think through all the business decisions ahead of you. Once you feel confident in your work on the handouts, you can transfer all your answers here as your “final draft”.

Once you’ve completed all Unit 3 handouts and completed this comprehensive document, you’ll have in your possession your Ultimate Business Plan: one place where all your thoughts, ideas, and strategies live so you can easily refer back to it again and again.

We encourage you to revisit this document periodically as your business grows or changes, and go through the exercises as many times as you need. As always, the Nutritious Life team is here to support you however you need along your business journey. If you get stuck, lean on the TNS Community. You know where to find us, and we can’t wait to cheer you on.

MY BUSINESS NAME:

MY MISSION IS:

MY VISION IS:

MY CORE VALUES ARE:

MY ULTIMATE GOAL(S) FOR MY BUSINESS IS/ARE:

MY IMMEDIATE GOAL(S) FOR MY BUSINESS IS/ARE:

MY 1-MONTH GOAL(S) FOR MY BUSINESS IS/ARE:

MY 1-YEAR GOAL(S) FOR MY BUSINESS IS/ARE:

MY 5-YEAR GOAL(S) FOR MY BUSINESS IS/ARE:

PERSONAL SWOT

MY PERSONAL STRENGTHS ARE:

MY PERSONAL WEAKNESSES ARE:

MY PERSONAL OPPORTUNITIES ARE:

MY PERSONAL THREATS ARE:

BUSINESS SWOT

MY BUSINESS'S STRENGTHS ARE:

MY BUSINESS'S WEAKNESSES ARE:

MY BUSINESS'S OPPORTUNITIES ARE:

MY BUSINESS'S THREATS ARE:

POTENTIAL PROFIT MODEL #1

MY BUSINESS PROFIT MODEL COULD BE:

PROS OF THIS PROFIT MODEL:

CONS OF THIS PROFIT MODEL:

POTENTIAL PROFIT MODEL #2

MY BUSINESS PROFIT MODEL COULD BE:

PROS OF THIS PROFIT MODEL:

CONS OF THIS PROFIT MODEL:

POTENTIAL PROFIT MODEL #3

MY BUSINESS PROFIT MODEL COULD BE:

PROS OF THIS PROFIT MODEL:

CONS OF THIS PROFIT MODEL:

ANNUAL REVENUE PROJECTIONS			
PRODUCT/ SERVICE	PRICE PER PRODUCT/ SERVICE	MONTHLY REVENUE	ANNUAL REVENUE
TOTALS			

Notes:

PERCENTAGE OF TOTAL REVENUE PER PRODUCT			
PRODUCT/ SERVICE	ANNUAL REVENUE	INDIVIDUAL REV/TOTAL	% OF TOTAL REVENUE
TOTALS			

Notes:

EXPENSES PER PRODUCT			
PRODUCT/ SERVICE	ONE TIME EXPENSE	MONTHLY EXPENSE	TOTAL ANNUAL EXPENSE
TOTALS			

Notes:

PROJECTED PROFITS			
PRODUCT/ SERVICE	ANNUAL REVENUE	ANNUAL EXPENSE	TOTAL PROFITABILITY
TOTALS			

Notes:

SIGNATURE OFFERING DESCRIPTION:

DETAILS/FEATURES:

AVAILABILITY:

CUSTOMER TARGET:

LENGTH:

CONTENT NEEDED:

DESIRED RESULTS FOR CUSTOMERS:

CUSTOMER BENEFITS:

REASON THIS IS MY SIGNATURE OFFERING:

TECHNOLOGY NEEDS:

PRODUCT DELIVERY:

PAYMENT, BONUSES, AND PRICING OPTIONS:

SUBSCRIPTION DETAILS:

COURSE ACCESS DETAILS:

COMPLAINTS AND REFUND POLICY:

CUSTOMER PLAN UPON COMPLETION:

OTHER NOTES:

PRODUCT OFFERINGS

PRICE RANGE	PRODUCT	TARGET CUSTOMER
\$		
\$\$		
\$\$\$		
\$\$\$\$		

PRICE RANGE	PRODUCT	TARGET CUSTOMER
\$		
\$\$	Signature Product	
\$\$\$		

MY PRODUCT OR SERVICE	WHAT I'M ACTUALLY SELLING

Notes:

EMAIL SUBSCRIBER GROWTH

CURRENT LIST SIZE:

YEARLY GROWTH GOAL:

MONTHLY GROWTH GOAL:

WEEKLY GROWTH GOAL:

WEBSITE TRAFFIC GROWTH CURRENT MONTHLY STATS:

YEARLY GROWTH GOAL:

MONTHLY GROWTH GOAL:

WEEKLY GROWTH GOAL:

SOCIAL MEDIA PLATFORM #1

CURRENT FOLLOWERS COUNT:

YEARLY GROWTH GOAL:

MONTHLY GROWTH GOAL:

WEEKLY GROWTH GOAL:

SOCIAL MEDIA PLATFORM #2
CURRENT FOLLOWERS COUNT:

YEARLY GROWTH GOAL:

MONTHLY GROWTH GOAL:

WEEKLY GROWTH GOAL:

SOCIAL MEDIA PLATFORM #3
CURRENT FOLLOWERS COUNT:

YEARLY GROWTH GOAL:

MONTHLY GROWTH GOAL:

WEEKLY GROWTH GOAL:

TELEVISION GOALS:

NEWSPAPER GOALS:

MAGAZINE GOALS:

BACKLINK GOALS:

PUBLIC SPEAKING GOALS:

PODCAST GUEST GOALS:

INSTAGRAM TAKEOVER GOALS:

OTHER MEDIA GOALS:

POSITIVE BRAND EXPERIENCE	WHAT I'D LIKE TO RECREATE	ONE WORD THAT SUMS UP THIS FEELING

Notes:

NEGATIVE BRAND EXPERIENCE	WHAT I'D LIKE TO AVOID	ONE WORD THAT SUMS UP THIS FEELING

Notes:

MY BRAND STORY

Who am I?

What do I do?

Who do I do it for?

Why do I do it?

How do I do it?

What does my future look like?

LOGO AND BRAND ELEMENTS	
The fonts I will use in my logo:	
The image(s), symbols, or elements I will use in my logo and brand are:	
Patterns I would like to include in my brand or website backgrounds:	
This is where I will create my logo:	

Notes:



BRAND COLOR AND FONTS	
The fonts I will use in my brand are:	
The browsers and devices I will test my fonts to be sure I like how they look in various places are:	
My brand colors codes are:	

Notes:



ADJECTIVES, WORDS AND PHRASES THAT DESCRIBE MY BRAND:

ADJECTIVES, WORDS AND PHRASES THAT DO NOT DESCRIBE MY BRAND:

MY BRAND'S TONE AND PERSONALITY		
COLOR	ATTITUDE	TONE
BRIGHTNESS	MOOD	EXCLUSIVITY
HUMOR	SOCIAL	DIFFICULTY

COMPARISON	
MY BRAND IS MORE LIKE...	THAN...

Notes:

SIZE / CUSTOMER / RATE SUMMARY			
BUSINESS SIZE	LARGE	MEDIUM	SMALL
CUSTOMER BASE	WIDE	MEDIUM	NICHE
RATES	\$	\$\$\$	\$\$\$

CUSTOMER AVATAR #1	[Paste image here]
NAME	
GENDER	
AGE	
PROFESSION	
MARITAL/FAMILY STATUS	
WHERE THEY LIVE	
EDUCATION LEVEL	
INCOME LEVEL	
PERSONAL INTERESTS	
BRANDS THEY LOVE	
COMPETITORS THEY ALSO FOLLOW	
THEIR GOALS	

THEIR FEARS/PROBLEMS	
WHY THEY LIKE YOUR BUSINESS/PRODUCT/SERVICE	
ANYTHING ELSE PERTINENT	

Notes:

CUSTOMER AVATAR #2	[Paste image here]
NAME	
GENDER	
AGE	
PROFESSION	
MARITAL/FAMILY STATUS	
WHERE THEY LIVE	
EDUCATION LEVEL	
INCOME LEVEL	
PERSONAL INTERESTS	
BRANDS THEY LOVE	
COMPETITORS THEY ALSO FOLLOW	



THEIR GOALS	
THEIR FEARS/PROBLEMS	
WHY THEY LIKE YOUR BUSINESS/PRODUCT/SERVICE	
ANYTHING ELSE PERTINENT	

Notes:



CUSTOMER AVATAR #3	[Paste image here]
NAME	
GENDER	
AGE	
PROFESSION	
MARITAL/FAMILY STATUS	
WHERE THEY LIVE	
EDUCATION LEVEL	
INCOME LEVEL	
PERSONAL INTERESTS	
BRANDS THEY LOVE	
COMPETITORS THEY ALSO FOLLOW	



THEIR GOALS	
THEIR FEARS/PROBLEMS	
WHY THEY LIKE YOUR BUSINESS/PRODUCT/SERVICE	
ANYTHING ELSE PERTINENT	

Notes:



CUSTOMER AVATAR #4	[Paste image here]
NAME	
GENDER	
AGE	
PROFESSION	
MARITAL/FAMILY STATUS	
WHERE THEY LIVE	
EDUCATION LEVEL	
INCOME LEVEL	
PERSONAL INTERESTS	
BRANDS THEY LOVE	
COMPETITORS THEY ALSO FOLLOW	

THEIR GOALS	
THEIR FEARS/PROBLEMS	
WHY THEY LIKE YOUR BUSINESS/PRODUCT/SERVICE	
ANYTHING ELSE PERTINENT	

Notes:

CUSTOMER AVATAR #5	[Paste image here]
NAME	
GENDER	
AGE	
PROFESSION	
MARITAL/FAMILY STATUS	
WHERE THEY LIVE	
EDUCATION LEVEL	
INCOME LEVEL	
PERSONAL INTERESTS	
BRANDS THEY LOVE	
COMPETITORS THEY ALSO FOLLOW	

THEIR GOALS	
THEIR FEARS/PROBLEMS	
WHY THEY LIKE YOUR BUSINESS/PRODUCT/SERVICE	
ANYTHING ELSE PERTINENT	

Notes:



BRANDS WHO SHARE MY CUSTOMERS	COMPETITOR OR PARTNER?

Notes:





COMPETITOR	HOW I WILL DIFFERENTIATE

Notes:



PARTNER	IDEAS TO PARTNER TOGETHER

5 WAYS I WILL TO GET TO KNOW MY AUDIENCE:	
1.	
2.	
3.	
4.	
5.	

5 WAYS I WILL NURTURE MY AUDIENCE:

1.

2.

3.

4.

5.

5 WAYS I WILL LIVE MY BRAND:

1.

2.

3.

4.

5.

5 WAYS I WILL BE OF SERVICE TO MY AUDIENCE:

1.

2.

3.

4.

5.

THE 4 P'S OF MARKETING: MY MARKETING MIX			
PRODUCT	PRICE	PLACE	PROMOTION

Notes:

RESOURCE PLANNING

LEGAL NEEDS:

FINANCIAL NEEDS:

OTHER NEEDS:

MY WEBSITE PLAN	
I want to build a website because:	
When a user visits my website I want them to feel:	
The action I want a user to take the FIRST TIME they visit my website is:	
The action I ULTIMATELY want a user to take when they visit my website is:	
Some basic needs for my website include (shopping cart, blog, course, photography gallery, ability to take credit cards...):	



I think most people will visit my site on: (desktop or mobile)	
I want to build my website (by myself or by hiring help)	
If my site breaks, this is what I will do:	
The budget I have to build my website is:	



WEBSITE CHECKLIST	Yes	No
I am just starting out and haven't begun to build my list yet		
I already have an email list and am looking to grow it		
I plan on collecting just customer names and email addresses		
I plan on collecting as much customer data as possible		
I do not plan on selling anything on my website		
I am selling things on my website now and need to keep track of customer data		
I plan on selling things on my website in the near future and will need to keep track of customer data		
I will just be sending simple one-off emails and newsletters		
I will be sending customers through series of emails and newsletters automatically		
I have the desire and bandwidth to build customer email funnels		
I plan on having a salesperson or sales team or customer service representative to handle customer questions or concerns		
I plan on handling all customer questions myself		
I will need to run sales reports or other reports about my customers		
I would like to add text messaging into my marketing funnels		
I would like to speak to a human if I run into trouble using my software		
I am ok with just having access to live chat in case I run into trouble using my software		
I want the simplest solution possible, preferably DIY		
I am ok if I need to pay a developer to help me integrate a more robust system with my website		

I want a super simple Drag and Drop email builder to build my emails		
I plan on hiring someone to do my emails and html design is preferable		
I want super customized emails		
I am ok with some design limitations when I build my emails		
I want to be able to put emojis in my subject line		
I want to pay only one time per email address no matter how many lists I add them to		
I am ok paying for the same email address several times if I need to add them to different lists		

Notes:

HOMEPAGE COMPONENTS	
My Value Proposition Is:	
My Navigation Links Are:	
My Email Capture Offer Is:	
My Button Call To Action Is:	
My Social Media Links Are:	
My Social Media Links Will Be Displayed Here:	
Besides My Email Capture, The	

Action I Want Users To Take On My Homepage Is:	
My Footer Will Include These Components:	
My Contact Info I Will Include Is:	

Notes:

OPTIONAL HOMEPAGE COMPONENTS	
My Hero Image Is:	
My Main Headline On My Website Is:	
My Sub-headline On My Website Is:	
How Much Whitespace Do I Want?:	
Do I Have Content I Want To Feature On My Homepage?:	
What Features And/Or Benefits Do I Want To Showcase?:	



Do I Have Testimonials I Can Display On My Website?:	
Who Else Can I Ask For Testimonials?:	

Notes:



MY ABOUT PAGE	
The Audience I Am Writing For Is:	
The Type of Story I'm Writing Is:	
Some Emotional Details of My Story Are:	
Some Factual Details of My Story Are:	
My Professional Expertise I'd Like to Highlight Is:	



My Professional Journey:	
My Personal Values I Want to Convey:	
How I Can Help My Audience:	
Proof That I Can Help My Audience:	



My Call to Action Is:	
The Photos I Will Include Are:	

Notes:





FAQs

BUYER'S QUESTION	MY ANSWER



Notes:

TESTIMONIALS	KEY POINTS TO USE

Notes:

MY FEATURES	MY BENEFITS

Notes:

CONTENT PAGE CHOICES	
<p>Sidebar On Blog Page To Display Advertising Or Other Info Like Instagram Feed, Or Full Bleed?</p>	
<p>What Happens At The End Of An Article? Where Will A User Go? What Would I Like For Them To Do?</p>	
<p>How Will I Inform Users Of Related Content That Might Interest Them?</p>	
<p>Do I Want To Display Ads On This Page? If So, Where?</p>	
<p>How Will I Make Content Easy For Others To Share On Social?</p>	
<p>If I Have Other Contributors On Your Site, How Will I Display Their Bio? Will I Use An Author Box Or Author Page?</p>	

How Will I Credit Stock Photography Or Any Other Photography?	
Will I Include Blog Commenting? If So, Will Users Need To Login? Be A Facebook User?	
How Will I Make Content Searchable?	
How Will I Make Sure Images Are Compressed So I Don't Slow Down My Site?	
Is My Content Responsive So It's Easily Read On Mobile?	
How Will Users Print Recipes?	



Will I Include Ratings For Recipes?	
Will Users Be Able To Pin Images Straight To Pinterest?	

Notes:



MY WEBSITE LAUNCH PLAN	
How I Will Share Behind The Scenes As I Build My Website:	
How Will I Make This An Extended Launch?	
Partners Who Can Help Me Share My Launch:	
Giveaway Idea For Launch:	
Browsers I Will Test My Website On:	

Devices I Will Test My Website On:	
Who Can Help Me Test My Website:	

Notes:



FINDING MY DEVELOPER	
Developer A Name, Pricing, Availability, Terms:	
Developer B Name, Pricing, Availability, Terms:	
Developer C Name, Pricing, Availability, Terms:	

Notes:



CONTENT

MY CONTENT STRATEGY OUTLINE	
My Ideal Customer Is:	
My Customers Care About The Following Topics:	
My Customers Are On The Following Platforms:	
My Customers Engage With The Following Types Of Content:	
I Can Commit To Creating X Pieces Of Content Per Week/Month/Quarter:	

I Will Need The Following Tools To Create Content:	
I'm Most Comfortable Creating This Type Of Content:	
I Will Distribute Content Using The Following Platforms:	
My Budget For Content Creation And Distribution Is:	
I Know How To (Or Can Easily Learn How To) Use The Following Content Distribution Platforms:	

Content Creation Worksheet	
I Want To Write About The Following Topics:	
I Want To Create The Following Types/Formats Of Content:	
I Want To Distribute Content On The Following Platforms:	
Actions I Want My Customers To Take Include:	
I Will Write About Everything Except/I Won't Write About:	
I Want To Tell Stories About:	
Trends I Want To Cover Include:	
Evergreen Topics I Want To Over Include:	

Types Of Content & Producing/Distributing Content	
My Customers Prefer The Following Types Of Content:	
These Types Of Content Will Be Most Valuable To My Audience:	
I Will Create X Number Of Long-form Content Pieces And X Number Of Short-form Content Pieces Per Month:	
I Will Create X Number Of Audio And Video Content Per Month (Included In Number Above):	
I Anticipate X Number Of Last-minute Content Needs Per Month:	
I Will Need Assistance With Creating X Type Of Content:	
My Audience Can Expect Me To Distribute X Amount Of Content Type 1, 2, 3, 4, (Etc.) Each Week, Month, Quarter, Etc. (Define Your Distribution Schedule).	
I Can Commit To Spending X Amount Of Time Each Week/Month On Content Creation.	

PODCAST

PODCAST CONTENT WORKSHEET	
Podcast Content Topic/Category (High Level):	
Podcast Content Message/Focus: What Do I Want To Get Across To My Listeners?	
Why Should My Audience Care About This Content? Why Should They Share It?	
What Story Am I Going To Tell In This Podcast?	
I Want To Sound - Funny/Educational/Authorita tive/Down-to- earth/Intelligent/Friendly/Ot her.	
Guests To Invite	
Calls To Action	
Length Of Episode	
Necessary Equipment/Software	

YOUTUBE

YOUTUBE VIDEO CONTENT WORKSHEET	
Video Content Topic/Category (High Level):	
Video Content Message/Focus: What Do I Want To Get Across To My Viewers?	
Why Should My Audience Care About This Content? Why Should They Share It?	
What Story Am I Going To Tell In This Video?	
I Want To Sound - Funny/Educational/Authorita tive/Down-to- earth/Intelligent/Friendly/Ot her.	
Props Needed?	
Scenery/Environment:	
Actors Needed?	
Length Of Video?	
What Is My Call To Action That I Want Viewers To Do After Watching The Video?	

EDITORIAL CALENDAR WORKSHEET	
My Favorite Editorial Calendar Templates Are:	
I Will Plan Content X Months/Weeks At A Time.	
Themes I Want To Include:	
Topics I Want To Cover:	
Personas I Want To Target:	
Keywords To Focus On/Research:	
Cta's To Include:	
Platforms I Am Using To Publish Content:	
Contributors Needing Access:	
Content Types To Include:	

Notes:

MARKETING FUNNELS

Where customer entered	
What happens next	
If/Then	
If not/Then	
If/Then	
If not/Then	
If/Then	
If not/Then	
If/Then	
If not/Then	
If/Then	

Where customer entered	
What happens next	
If/Then	
If not/Then	
If/Then	
If not/Then	
If/Then	
If not/Then	
If/Then	
If not/Then	
If/Then	

Where customer entered	
What happens next	
If/Then	
If not/Then	
If/Then	
If not/Then	
If/Then	
If not/Then	
If/Then	
If not/Then	
If/Then	