

THE 5-MINUTE BUSINESS PLAN WORKBOOK

A collaborative publication by Profit Bee Navigators LLC and Judicious Inc.



VISION AND PURPOSE –WHY ARE YOU IN BUSINESS?

Define the deeper reason behind your business beyond just making money. This becomes your “north star.”

WHAT IMPACT DO YOU WANT YOUR BUSINESS TO MAKE?

HOW WILL YOU MAKE THAT IMPACT HAPPEN?

WHAT DO YOU OFFER THAT SUPPORTS YOUR MISSION?

- | | | |
|--------------------------------------|--|---|
| <input type="radio"/> Consulting | <input type="radio"/> Product-based business | <input type="radio"/> Membership/Subscription |
| <input type="radio"/> Digital Course | <input type="radio"/> Coaching or Training | <input type="radio"/> Other: _____ |



TARGET MARKET – WHO ARE YOU HELPING?

The more specific you are, the easier it is to attract the right clients.

WHO ARE YOUR IDEAL CUSTOMERS?

TOP 3 FRUSTRATIONS, CHALLENGES, OR UNMET NEEDS THEY FACE:

HAVE YOU TESTED THIS IDEA WITH REAL PEOPLE?

☐ Yes ☐ Not yet

If yes, what did you learn?: _____



YOUR VALUE PROPOSITION – WHY YOU STAND OUT

This section helps you communicate your business's unique edge with clarity.

WHAT MAKES YOUR PRODUCT OR SERVICE BETTER OR DIFFERENT?

CRAFT YOUR MARKETING MESSAGE:

Attention Grabber (Headline):

Sub headline (Problem + Promise):

Proof (Testimonials, Metrics, or Results):

Call to Action (Offer):



REVENUE STREAMS – HOW WILL YOU EARN MONEY?

Identify your income sources so you can focus on the most profitable areas.

HOW WILL YOU GENERATE REVENUE?

- | | |
|---|--|
| <input type="checkbox"/> One-time service fees | <input type="checkbox"/> Recurring subscriptions |
| <input type="checkbox"/> Product sales (online or physical) | <input type="checkbox"/> Affiliate commissions |
| <input type="checkbox"/> Strategic partnerships or JVs | <input type="checkbox"/> Licensing or royalties |
| <input type="checkbox"/> Other: _____ | |

