

BUSINESS PLANNING WORKSHEET

Plan Your Digital Business With Confidence



Published by Bloganeurs.com

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Introduction

Every successful online business starts with a plan. Sure, not a perfect plan, but one that's clear enough to help you take the next step.

So, whether you're starting a blog, creating digital products, building an audience, or launching your first online business, this worksheet will help you to organize your ideas into a practical **action plan**.

Section 1: Your Business Vision

Business Name

Website (if any)

In one sentence, what business do you want to build?

Why do you want to build this business?

- ☐ Financial Freedom
- ☐ More Time Freedom
- ☐ Career Change
- ☐ Side Income
- ☐ Creative Expression
- ☐ Other

Section 2: Your Audience

Who do you want to help?

What problems do they have?

- ☐ Lack of knowledge
- ☐ Lack of time
- ☐ Lack of money
- ☐ Lack of confidence
- ☐ Other

What transformation do you want to help them achieve?

Section 3: Your Digital Business Model

Tick all that apply.

- ☐ Blogging
- ☐ Affiliate Marketing
- ☐ Digital Products
- ☐ Online Courses
- ☐ Membership
- ☐ Coaching
- ☐ Freelancing
- ☐ YouTube
- ☐ Newsletter
- ☐ Printables
- ☐ Templates
- ☐ AI Services
- ☐ Other

Section 4: Your Main Offer

What is the first thing you want to sell?

Price:

\$ _____

What problem does it solve?

Section 5: Content Strategy

How will people discover you?

- ☐ Blog
- ☐ Pinterest
- ☐ YouTube
- ☐ Facebook
- ☐ LinkedIn
- ☐ Instagram
- ☐ TikTok
- ☐ Email Newsletter

Primary content topic:

How often will you publish?

- ☐ Daily
- ☐ Weekly
- ☐ Twice Weekly
- ☐ Monthly

Section 6: Income Streams

Rank these from highest priority.

Income Source	Priority
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Affiliate Marketing	_____
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Digital Products	_____
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Advertising	_____
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Sponsorships	_____
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Consulting	_____
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Membership	_____
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Courses	_____
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Other	_____
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Section 7: Essential Tools

Website

Email Platform

Design Tool

AI Assistant

Analytics

Payment Platform

Section 8: 90-Day Goals

Goal 1

Deadline

Goal 2

Deadline

Goal 3

Deadline

Section 9: Weekly Action Plan

Task	Done
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Publish content	☐
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Build email list	☐
------------------	--------------------------

Improve website	☐
-----------------	--------------------------

Create product	☐
----------------	--------------------------

Promote products	☐
------------------	--------------------------

Learn a new skill	☐
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Review analytics	☐
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Section 10: Success Metrics

By the end of the next 90 days, I want to achieve:

Website visitors

Email subscribers

Sales

Revenue

Products created

Blog posts published

Section 11: Biggest Challenges

What might slow you down?

How will you overcome them?

Getting Started

Remember now, you don't need a perfect business plan. What you need is a plan that gets you started. Review this worksheet every 90 days, celebrate your progress, and refine your goals as your business grows.

Continue Building Your Digital Business

In the meantime explore more free resources, practical guides, templates, and worksheets at **Bloganeurs.com** to help you launch, grow, and monetize your online business.