



# The Ultimate Business Blueprint

To transform your business and grow your  
business faster than you ever thought possible

insight



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Creating a business plan used to be a long and drawn-out process that took weeks, if not months, to complete. But gone are those days!

Nowadays, businesses of all sizes are moving towards one-page business plans. And for good reason - they're simple, easy to understand, and quick to put together. Plus, they force you to really think about what's important in your business.

So if you're ready to create a killer business plan but don't want to spend hours doing it, this workbook is for you. I'm going to walk you through the process of creating a simple, one-page business plan that will set you up for success. We'll cover everything from your business goals and objectives to your target market and marketing strategy.

**So let's get started!**

# QUESTION 1

## What Is Your 'WHY' In Business?

At Insight, we believe that if you can answer the question "why?" the "how" becomes a whole lot easier. In business, your why is your end goal - what are you trying to achieve?

For us, our why was always pretty simple: We want to help business owners become more successful. We want to help them make more money, have more free time, and enjoy their lives more.

So tell us, what's your why? Why did you start your business? And more importantly, why do you want to share your product or service with others?

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## QUESTION 2

# What Are You Selling?

What is/are the product(s) or service(s) you're selling?

Some people get too caught up in the details and try to sell everything they do. But it is better to focus on one thing.

For example, if you are an electrician, are you offering electrical installation or repair services? It might be both, but it is better to focus on one thing.

When you try to sell everything, people might not buy anything from you. If your business sells products, what product do you have? Do you have one main product or lots of different products?

[illegible]

## QUESTION 3

## What Problem Does Your Product/Service Solve?

This is a big one, and it's something that a lot of people don't think about.

But it's so important! Because if you can solve a problem for your customer, they will be much more likely to buy from you.

So if you are a cafe owner, do you offer a place for people to get away from their busy lives and relax? Or do you offer healthy food options for people who are trying to eat better?

[illegible]

## QUESTION 4

## Who Has The Problem Your Product/Service Solves?

Who would benefit from your product/service? What are these people like and how do they differ from one another?

For example, is the intended audience made up of busy professionals who need something to take their mind off work or stay-at-home moms looking for some relief in between parenting sessions?

[illegible]

## QUESTION 5

### Where Do These People Hang Out?

If you want to sell products or services, it is important to know where your target market hangs out. This will allow you to reach them more effectively with your marketing efforts.

For example, if you are trying to sell to professionals, you may want to focus your efforts on LinkedIn or Twitter. If you are trying to sell to stay-at-home moms, you may want to focus your efforts on Pinterest or Instagram.

By knowing where your target market hangs out, you can more effectively reach them with your sales and marketing efforts.

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## QUESTION 6

### How Do You Want To Deliver Your Product/Service?

Reaching your target market is an important step in promoting your business. You need to decide how you want to reach your target market.

Do you want to have an online store? Sell wholesale? Have a retail location? Or do you want to offer your services online via video calls?

For example, an online store might be convenient for customers, but it can be expensive to set up and maintain. Selling wholesale might be a more cost-effective option, but it can be difficult to find wholesale buyers. Having a retail location can be a great way to build brand awareness, but it requires a significant investment of time and money.

Ultimately, you need to decide which option is best for you and your business.

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## QUESTION 7

### What's Your Price Point? How Many Units Are You Selling?

This is where you need to start thinking about numbers. You don't need to have exact numbers, but you should have a general idea.

For example, if you are selling a physical product, how much will it cost? \$20? \$100? And how many do you want to sell? 500 units/month? 5000 units/month? If you are selling a service, how much will it cost per hour/session? \$50? \$100?

If you have multiple offers, then write down a rough estimate of the price of each and how many you want to sell.

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## QUESTION 8

### What Are Your Core Values? What Impact Do You Want To Create Through Your Business?

Your core values are the principles that you want to guide your business. What do you want your business to stand for? Once you have a good sense of your core values, you can start to build the rest of your business around those principles.

Every aspect of your business, from the products you sell to the way you treat your employees, should be in line with your core values. By staying true to your values, you can create a successful business that is not only profitable but also meaningful and impactful.

Your customers will also appreciate your commitment to your values, and they will be more likely to support and buy from a company that they trust. In the end, having a clear understanding of your core values is essential for creating a successful business.

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# QUESTION 9

## Crafting Your Elevator Pitch

Assuming you have all of the information above, it's time to create your elevator pitch! Keep in mind that your pitch should be short, punchy, and to the point. You want to be able to describe your business and what you do in a way that is easy for someone to understand.

Remember that your goal is to generate interest, not to give a complete overview of your business. With that in mind, here are a few tips for creating an effective elevator pitch:

### 1. Start with a hook.

Your elevator pitch should begin with a hook that grabs attention and makes people want to learn more about your business. A good hook will make people want to hear more about your business, so make sure it's something that piques their interest.

### 2. Be clear and concise.

As we mentioned before, your elevator pitch should be easy to understand. Avoid using jargon or technical terms that might not be familiar to your audience. Instead, focus on explaining what you do in simple, straightforward language.

### 3. Explain what sets you apart.

What makes your business unique? Why should someone choose you over the competition? Be sure to highlight what sets you apart from other businesses in your industry. This will help you stand out and make a lasting impression on potential customers or clients.

### 4. Include a call to action.

What do you want people to do after hearing your elevator pitch? Include a call to action that encourages them to take the next step, whether it's scheduling a meeting or visiting your website. By including a call to action, you'll increase the likelihood that people will take action after hearing your pitch.

### Here's an example of a basic elevator pitch:

"Hi, my name is [your name] and I'm the owner of [your business]. We provide [your product or service] to [your target market]. We're different because [what makes you unique]. If you're ever in need of [your product or service], please don't hesitate to give us a call!"

## QUESTION 9

[illegible]

## QUESTION 10

### What Support Do You Need and Your Next 3 Steps Your Committing To?

At the heart of every successful business is a team of dedicated and passionate individuals who share a common vision.

Who do you know in your current networking circle or online space that could support you? Whom might you need to hire, ask questions or connect with to help make your business successful?

What are the next 3 high impact tasks that you are committing to:

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## You did it!

You completed your first business plan in just one hour.

This is a huge milestone, and it's one that you should be very proud of.

Now, it's time to get down to business and start working towards the success you deserve. Make sure you book your **FREE 30-minute Ultimate Business Blueprint Review Session**

Here's to your success!

# W H Y   C H O O S E   U S



## Accounting. Done Differently

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At Insight CA, we take a holistic approach to business coaching.

We start by getting to know you and your goals. What drives you? What are your dreams and aspirations?

Once we have a good understanding of what makes you tick, we can help you build a better business.

We use data from your accounting files to identify potential risks and coach you on how to grow the value of your business.

Our ultimate goal is to help you become financially independent. We don't just do accounting, we help you build a better business.

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