UNBLOCK COACHING

A FREE GIFT FROM UNBLOCK COACHING

The Mini Business Plan

Get your idea out of your head and onto paper in about 30 minutes. Five short sections, plain questions, no business degree required.

> **“Write the vision, and make it plain upon tables, that he may run that readeth it.”**
>
> Habakkuk 2:2 (KJV)

It starts with a vision, and then structure.

A business plan isn't a formality. It's how you stay true to your vision and turn a dream into something real. This mini version is a simplified, starting-point version of the full plan I walk through with my coaching clients. Be honest with your answers. The blank spots tell you just as much as the filled ones.

1. FILL IT OUT
Print it, or write on it in any PDF app. Short answers are fine.

2. CHECK YOURSELF
Page 4 shows where you're clear and where you're blocked.

3. TAKE A STEP
Pick your next three moves and put a date on them.

Rooting for you,
Jonathan, Unblock Coaching

Business name (or working name)

Date

1 Your Vision & Your Why

Why this matters: If you can't say it simply, you can't lead it. This is the snapshot of what you're building and why.

What does your business do, in one sentence?

"I help ___ get ___ by ___."

Why does it exist?

Your why must be bigger than "I want to make money."

One long-term goal

Performance goal, 1 to 3 years out

One short-term goal

Growth goal, the next 90 days

2 Your Customer

Why this matters: A business that serves "everyone" reaches no one. Get specific about who you serve.

Who is your ideal customer?

Age, location, situation, what they care about

What problem do you solve for them?

Who else are they buying from today, and why would they choose you instead?

3 Your Offer & Price

Why this matters: Customers buy a clear offer at a clear price, not a vague idea.

What exactly are you selling?

List your main product or service, and up to two more

What will you charge?

What makes it worth that price?

4 Getting Customers

Why this matters: A great offer nobody hears about is a hobby. Start with one channel you'll actually work.

Where will your customers find you?

Pick one main channel: word of mouth, Instagram, Google, a storefront, events...

How will you land your first (or next) 10 customers?

5 The Numbers

Why this matters: Good stewardship starts with knowing your numbers. Rough guesses are better than none.

What it costs to start (one time)	$
What it costs to run each month (rent, tools, supplies, your pay)	$
Average sale per customer	$
Monthly costs ÷ average sale = customers I need each month to break even	

Where will the startup money come from?

Not in this mini version: operations and systems, building your team, and planning for risks. Those are in the full plan we build together in coaching, and they're often where owners get blocked the most.

YOUR HONEST CHECK-IN

Where are you blocked?

Rate how clear you feel on each part of your business, from 1 (no idea) to 5 (rock solid). Be honest. Nobody sees this but you.

AREA	1	2	3	4	5
My vision and why I can explain it in one sentence	☐	☐	☐	☐	☐
My customer I know exactly who I serve	☐	☐	☐	☐	☐
My offer and price I'm confident in what I sell and charge	☐	☐	☐	☐	☐
Getting customers I have a plan I'm actually working	☐	☐	☐	☐	☐
My numbers I know what it takes to break even	☐	☐	☐	☐	☐
Systems and daily operations FULL PLAN The business could run a day without me	☐	☐	☐	☐	☐
Team and leadership FULL PLAN I know who I need and how to lead them well	☐	☐	☐	☐	☐
Follow-through I'm taking action, not just thinking about it	☐	☐	☐	☐	☐

Mostly 4s and 5s
You've got a strong start. Keep building and protect your momentum.

A few 3s or lower
Those are your blocks. That's normal, and it's exactly where to focus next.

Lots of blanks
You're not behind, you're early. A guide and a plan will save you months.

MY NEXT THREE MOVES

1 _____

2 _____

3 _____

Want help getting unblocked?

Bring this plan to a 30-minute Fit Call on Google Meet. We'll look at where you're blocked, and we'll both know if coaching together makes sense. If it doesn't, I'll tell you honestly.

Book a $9.99 Fit Call

unblockcoaching.com