

Business Plan

What are the pain points? What solutions can your unique business provide for your ideal customer?

Business Plan

What are the business' strengths?

What are the business' weaknesses?

Business Plan

What are the opportunities?

What are the threats? What and/or who is your competition?

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Cost Analysis: What are the revenues (projected)?

Cost Analysis: What are the expenses? (Really dig deep here and think of everything from renting a physical space to buying equipment right down to purchasing paperclips!)

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What are your marketing strategies?

- Google ads
- Social media
- Word of mouth
- Marketing to physicians
- Marketing to groups in your areas (knowing your ideal customer is really helpful here)
- SEO optimization
- Webinars
- Free lectures in your area

What other ways can you think of to market your practice (regardless of whether your practice is new or growing)?

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What is your monetization strategy?

- Ask family and friends
- Look for investors
- Crowd funding
- Loans from financial institutions
- Or maybe you can cover the costs on your own!

What other ways can you monetize your business?