

Make a **business** plan

The blueprint for your business

Clarify your idea, research your ideal customers and your competitors, and build your confidence.

What is a business plan?

A business plan is a document that describes your business — what you'll sell, how you'll earn money, and how you'll be successful.



COLORING PAGE!

Find your target customers

Who are your customers?

To make money, you need customers. It's easier to get customers when you get to know them and understand what they want and need. Outlining who your customers are and what they like makes it easier to make products or services that they'll like and advertisements that will grab their attention.

Goal:

Create a picture of who your customer is and what they're like

Time it will take:

30–45 minutes

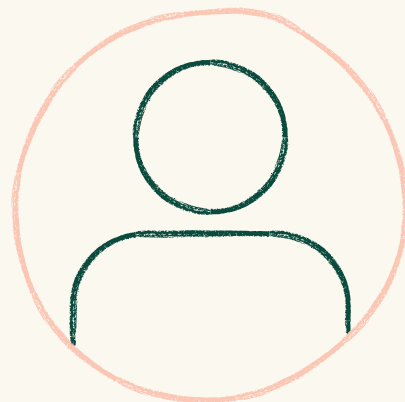
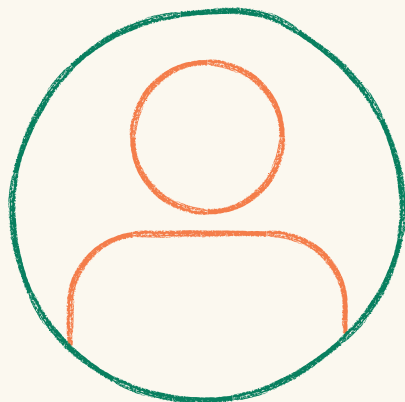
You'll need:

- A pen or pencil
- Stickers

Directions:

Step 1: Think about who your perfect customers are and draw their faces below.

Step 2: Answer the questions about your customers on the next page.



How old are they? (Teenagers, infants, toddlers, elementary school students, young adults, seniors. etc.)

Where do they live? (Which country and region do they live in? Is it a big city, a small town, or in the countryside?)

What do they do for work?

What do they spend their money on?

Where could you advertise to them?

(Could you place advertisements at the library? Or in mailboxes? Those may be excellent places to advertise your business)

What are their hobbies and favorite activities?
