

Worksheet 1: Your Business Vision

This is the worksheet to use when completing Lesson 2 of the Creating a Business Plan course, Your Business Vision.

Question 1: What is my business idea?

Instructions: First read through the first and second activity of Lesson 2, Your Business Vision, and then write your answer here.

First draft – keep it tight and concise:

Second draft – now add a little more detail but still keep it in summary form:

Question 2: Why am I in a unique position to fulfill this business idea?

Instructions: First read through the third activity of Lesson 2, Your Business Vision, and then write your answer here.

First draft – keep it tight and concise:

Second draft – now add a little more detail but still keep it in summary form:

Question 3: Who are my customers?

Instructions: First read through the fourth activity of Lesson 2, Your Business Vision, and then write your answer here.

First draft – keep it tight and concise:

Second draft – now add a little more detail but still keep it in summary form:

Question 4: What goals do I have for my business?

Instructions: First read through the fourth activity of Lesson 2, Your Business Vision, and then write your answer here.

First draft – keep your goals confined to a short sentence. Create 1-5 goals:

- 1.

- 2.

- 3.

- 4.

- 5.

Second draft – now double-check that your goals are SMART and rewrite if necessary:

- 1.

