



Craft Business
START UP
PLANNING GUIDE

Product Strategy

What products do you make?

Who are your customers?

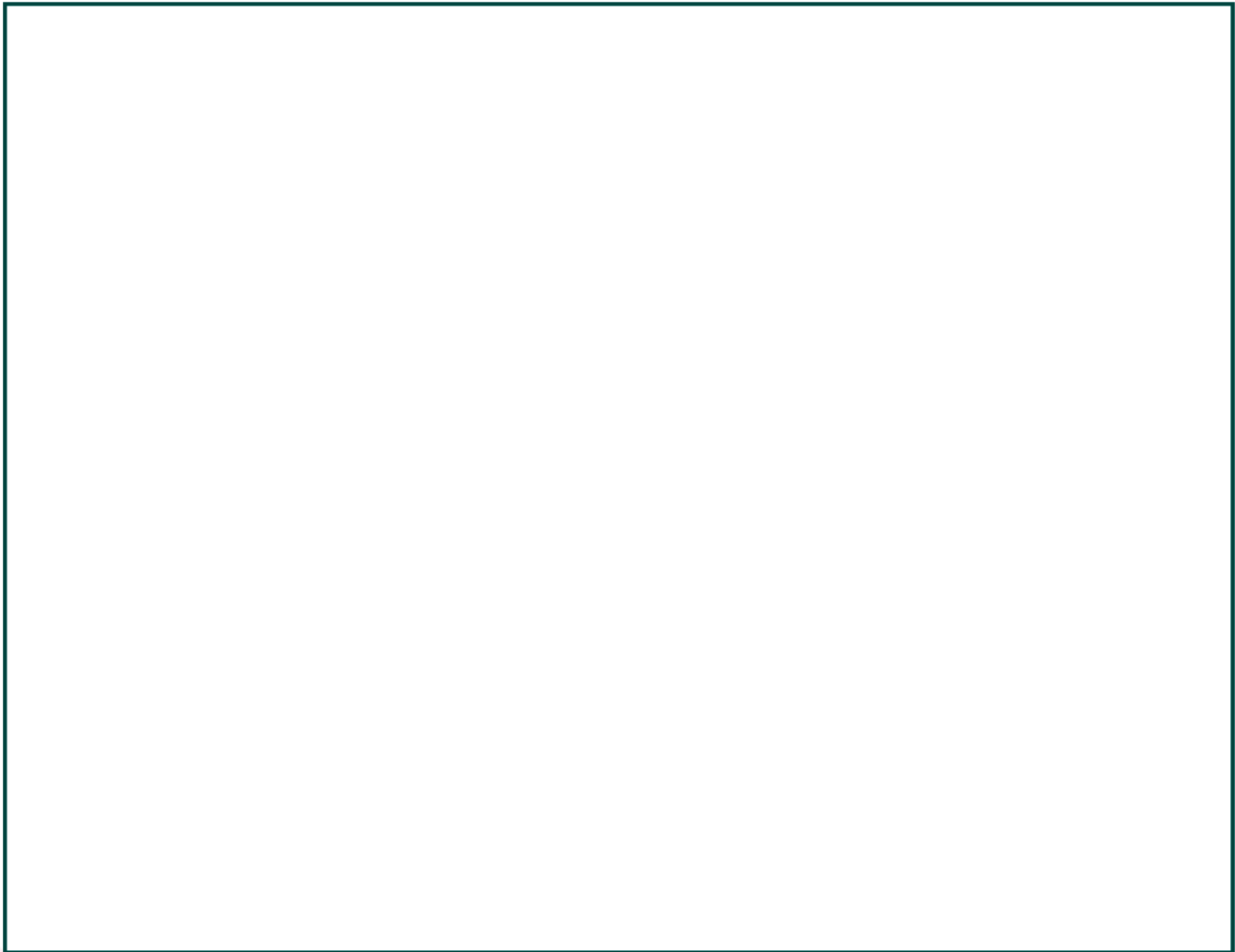
How will you reach your customer?

Business Plan

Mission Plan - Your "WHY"



Business Goals



SWOT Analysis

STRUGGLE	WEAKNESS
OPPORTUNITY	THREATS

NOTES

A.I.D.A Models

AWARENESS	INTERESTS
DESIRE	ACTION

NOTES

Competitor Analysis

Competitor Name

Branding

Tagline, mission statement, imagery, etc

Value Proposition

How the product fixes a problem

Content

Types of content created

Social Media

Social media channels used

Keywords

Organic and paid keyword they use

Ads Spend

Their average spend on ads monthly

Notable

Campaigns they're currently running

Events

Events they sponsor or participate in

Social Media Analysis

Channel:	SUMMARY	FOLLOWER	ACTIVE?
Competitor #1			
Competitor #2			
Competitor #3			

Channel:	SUMMARY	FOLLOWER	ACTIVE?
Competitor #1			
Competitor #2			
Competitor #3			

Channel:	SUMMARY	FOLLOWER	ACTIVE?
Competitor #1			
Competitor #2			
Competitor #3			

NOTES

Search Engine Analysis

WEB	KEYWORDS	POSITION	TRAFFIC (%)

NOTES

Products & Services

PRODUCT	PRICE	DESCRIPTION

NOTES

Start Up Costs

DESCRIPTION	COST

NOTES

Marketing Plan

DESCRIPTION	TACTICS	COST	STATUS

NOTES
