

20-Minute Online Business Planner

I'm Pamela Wilson, and I help you turn your hard-earned expertise into a powerful online business so you can achieve your BIG goals — without giving up freedom and flexibility.



Use this short guide to map out who you serve, how you serve them, and what makes your business unique — so you can emphasize that uniqueness in your marketing!

QUESTION 1

What is the universal category my business fits in?

WEALTH/MONEY

HEALTH/WELLNESS

RELATIONSHIPS/LOVE

OTHER _____

QUESTION 2

What do I offer?

What specifically does your business offer within this broad category?

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QUESTION 3

Who do I offer it to?

Everything works better — your marketing, offers, and customer service — when you are crystal clear about the ideal customer you want to serve. Describe that person here:

QUESTION 4

What is my “unique take?”

What makes your offer unique? Your customers have probably already told you. What have they said?

QUESTION 5

How will I communicate my “unique take?”

What marketing tactics will you use to emphasize what makes your online business unique in your market?

For more on how to fill in this 20-Minute Online Business Plan, read:

[How to Write a Winning Online Business Startup Plan in Under 20 Minutes](#)