

HEALTH COACH BUSINESS PLAN TEMPLATE

AUDIENCE

- **Who do you serve?**

- **Who are your most important customers?**

- **What are their defining qualities?**

CONNECTING WITH THE AUDIENCE

- **How does this audience want to be reached?**

- **Where are they already?**

- **How will they find you?**

UNIQUE SELLING POINT

- **What's unique or different about your solution?**

ELEVATOR PITCH

- **Come up with a powerful sentence that combines your problem, solution, audience, and unique selling point in a succinct way.**

COMPETITIVE EDGE

- **What advantages do you have over the competition?**

- **How is your solution not easily duplicated?**

PERSONAL COMPATIBILITY

- **Does this business feel like *you*?**

- **Is this the kind of customer/lifestyle/responsibility you want?**

- Will you get tired of this or do you feel energized just thinking about it?

REVENUE

- What will you sell to them?

- How much will it cost?

