

Writing a Business Plan: Validating Model

by Guttulus

Goal		Positioning		Market		Company	
Obtaining		Primary		Existing		Mission Statement	
<input type="checkbox"/>	Costs	<input type="checkbox"/>	Initial Review	<input type="checkbox"/>	Competitors	<input type="checkbox"/>	1 Year Goals
<input type="checkbox"/>	Return on Investment	<input type="checkbox"/>	Customer Feedback	<input type="checkbox"/>	Market Share	<input type="checkbox"/>	3 Year Goals
<input type="checkbox"/>	Lifetime Value	<input type="checkbox"/>	Evolution	<input type="checkbox"/>	Market Plan	<input type="checkbox"/>	5 Year Goals
<input type="checkbox"/>	Referral Benefits	<input type="checkbox"/>	Final Review	<input type="checkbox"/>	Market Partners	<input type="checkbox"/>	10 Year Goals
Retaining		Testing		Emerging		Company Description	
<input type="checkbox"/>	Customer Validation	<input type="checkbox"/>	A/B Testing	<input type="checkbox"/>	Social Media	<input type="checkbox"/>	Message
<input type="checkbox"/>	Support	<input type="checkbox"/>	Page Views	<input type="checkbox"/>	Engagement	<input type="checkbox"/>	Product
<input type="checkbox"/>	Empathy	<input type="checkbox"/>	Downloads	<input type="checkbox"/>	Email List	<input type="checkbox"/>	Service
<input type="checkbox"/>	Customer's Margins	<input type="checkbox"/>	Purchases	<input type="checkbox"/>	Youtube	<input type="checkbox"/>	Team
Growing		More Testing		Resegmented		Positioning	
<input type="checkbox"/>	Stream Line Story	<input type="checkbox"/>	Price Point	<input type="checkbox"/>	Horizontal	<input type="checkbox"/>	Customer Feedback
<input type="checkbox"/>	Stream Line Pitch	<input type="checkbox"/>	Packages	<input type="checkbox"/>	Vertical	<input type="checkbox"/>	Quick to Adapt
<input type="checkbox"/>	E-mail List	<input type="checkbox"/>	Remarketing	<input type="checkbox"/>	Tangent	<input type="checkbox"/>	Quick to Respond
<input type="checkbox"/>	PPC/SEO	<input type="checkbox"/>	SEO/PPC	<input type="checkbox"/>	Alternative	<input type="checkbox"/>	Quick to Reposition
Partners		Development		New		Creed	
<input type="checkbox"/>	Same Sector	<input type="checkbox"/>	Changes	<input type="checkbox"/>	Vision	<input type="checkbox"/>	Simple
<input type="checkbox"/>	Different Sector	<input type="checkbox"/>	Advances	<input type="checkbox"/>	Testing	<input type="checkbox"/>	Clean
<input type="checkbox"/>	Vertical	<input type="checkbox"/>	Pivoting	<input type="checkbox"/>	Passion	<input type="checkbox"/>	Different
<input type="checkbox"/>	Horizontal	<input type="checkbox"/>	Retrenching	<input type="checkbox"/>	Creation	<input type="checkbox"/>	Unique
Profit		Branding		Clone		Feedback	
<input type="checkbox"/>	Return on Investment	<input type="checkbox"/>	Mood	<input type="checkbox"/>	Competitors	<input type="checkbox"/>	Customers
<input type="checkbox"/>	Overhead	<input type="checkbox"/>	Environment	<input type="checkbox"/>	Lower Price	<input type="checkbox"/>	Analysts
<input type="checkbox"/>	Revenue	<input type="checkbox"/>	Recruitment	<input type="checkbox"/>	Better Service	<input type="checkbox"/>	Industry Experts
<input type="checkbox"/>	Cost	<input type="checkbox"/>	Flair	<input type="checkbox"/>	Better Product	<input type="checkbox"/>	Influencers