

BizMap Boogie

The Business Planning System

VISION TO VICTORY: MAPPING YOUR ROUTE FROM
AMBITION TO ACCOMPLISHMENT



Action Guide

Table of Contents

How to Use Your Action Guide	4
Introduction	5
Warm Up Exercise	6
Chapter 1 – Establish Your Business Foundations.....	9
Chapter 2 – Explore Your Business Landscape	17
Chapter 3 – Create Your Marketing Plan	39
Chapter 4 – Identify and Plan to Improve Your Operations.....	52
Chapter 5 – Figure Out Your Financials.....	70
Chapter 6 – Decide How to Assess Your Progress.....	80
Chapter 7 – Write Your Executive Summary.....	86
Chapter 8 – Next Steps	91

Identify Your Market Opportunities

1. Analyze your customer feedback and look for recurring comments or complaints. List them below and write down how you could turn these into an opportunity.

Recurring comment/ complaint	Opportunity

2. If you have a new business and little-to-no feedback, take a look at your competitors' sites. What kinds of comments/complaints do they get? How could you turn their feedback into an opportunity for your business?

Recurring comment/ complaint	Opportunity

3. Identify unmet needs. Look for ways your target audience is dissatisfied with existing solutions, list them and write down potential opportunities in these unmet needs.

Unmet need	Opportunity

4. If you have an existing business, review your sales data:

<p>Which products aren't selling well?</p>	<p><i>How can you improve this? Write down any insights.</i></p>
<p>Which products are your bestsellers?</p>	<p><i>Can you boost sales further by targeting a new customer segment or creating an upsell? Write down any important insights.</i></p>

5. Research your competitors' offerings to identify possible gaps in the market. Where can you differentiate yourself and meet the needs of your shared target audience? Write down any ideas.

Possible gap	How can you differentiate yourself and meet this need?

6. Review any relevant market trends. How can you use these to expand your market opportunities?

Market Trend	Market Opportunity

7. Complete the Market Opportunities section of your **BizMap Template: Pgs. 9-11a.**