



MILLION \$\$\$\$
business plan

MARTYNA BOSS
Consulting

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ABOUT



Martyna helps professionals define success and thrive doing what they love.

Creating this consulting business, Martyna has a goal to find out what drives you in business. Is it having time freedom? More impact? More money? Exciting opportunities? Tons of followers? However you define success, we want to help you achieve it.

By getting to know more about you and your business, we can simply identify where you're holding yourself back from success and give you the tools and strategies to help you achieve your goals because success is not a one-size-fits-all formula.

That's why getting to know you and your biggest desires is essential to make your business successful. This allows you to build a personalized roadmap to success on your terms and my goal is to support your growth and scale.

Before we even start, you can meet me live during the 3-day free challenge, where we will help you create your High-Value Offer.





BUSINESS *Planning*

THE INTENTIONS OF HOW YOU WANT
YOUR BUSINESS TO GROW & ELEVATE

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[illegible]

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Spend some time
in a quiet place or
nature and think
about your dreams.

Then when you are
crystal clear on
what you want.



And create your desktop
organizer so you can see
your dream every day
before start working.



GET INSTANT ACCESS!



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[illegible]

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BUSINESS

overview

BUSINESS NAME

TAGLINE

WEBSITE

SOCIAL MEDIA HANDLES













MISSION STATEMENT

PRODUCTS & SERVICES

NOTES

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BUSINESS

overview

BUSINESS NAME

Brief Description

THE BUSINESS WILL SELL

☐

PHYSICAL PRODUCT

☐

DIGITAL PRODUCT

☐

PHYSICAL SERVICE

☐

DIGITAL SERVICE

THE BUSINESS WILL SELL

☐

TO AN END CONSUMER (B2C)

☐

TO ANOTHER BUSINESS (B2B)

THE SCOPE OF THE BUSINESS IS:

☐

PRIMARY LOCAL

☐

MOSTLY INTERNATIONAL

WHERE IS YOUR BUSINESS LOCATED:

☐

STOREFRONT

☐

WEBSITE

☐

HOME

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This is the group of people I want to serve:

What is make my business unique from my competitors:

Which steps I cover that my competitors are missing:

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[illegible]

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BUSINESS *name*

NAME IDEA	IS THE URL AVAILABLE		HOW MEMORABLE SCALE (1-10)
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	

OTHER NOTES

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My Business Name:

Legal Business Structure (LLC, corporation, etc):

Website:

What my business does:

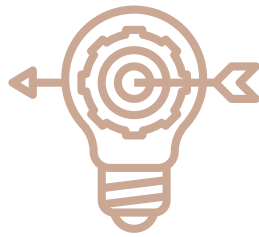
This is my business mission:

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This is the problem I've solved for my clients:

This is the result I've created for my clients:

This is the process we went through to create that result:



MARKETING *strategy*

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BRAND *voice*

Brand voice is how you determine how you speak to your potential customers in your messaging (social media channels, website, etc.) Finding the right voice helps you to connect with your audience and makes you more trustworthy.

Below you can select a few keywords (and add your own) that will help you determine your brand voice for example think if your brand is conveying confidence and authority or being simple and casual. is it uplifting and motivational or down to earth?

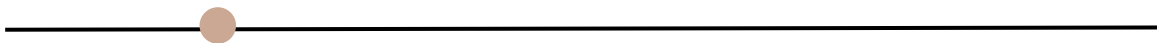
BRAND CHARACTER

ex. confident, playful, creative

BRAND LANGUAGE

ex. casuals - conversational, funny,
formal & professional

BRAND TONE:



FUNNY

NEUTRAL

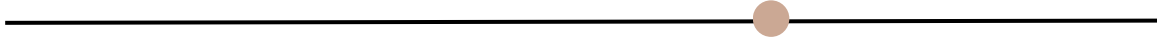
SERIOUS



CASUAL

NEUTRAL

FORMAL



IRREVERENT

NEUTRAL

RESPECTFUL



ENTHUSIASTIC

NEUTRAL

STRAIGHT FORWARD

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CORE *concept*

WHAT PRODUCT OR SERVICE ARE YOU OFFERING?

WHO IS YOUR IDEAL CLIENT?

WHERE AND HOW CAN YOU REACH YOUR IDEAL CLIENTS?

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TAREGT *audience*

FAMILY STATUS

WHAT DO THEY TALK ABOUT?

WHAT ARE THEIR HOBBIES

WHAT ARE THEIR MAIN WORRIES IN LIFE?

WHAT ARE THEIR GOALS/ASPIRATIONS IN LIFE?

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TAREGT *audience*

CUSTOMER AGE:

WHERE DO THEY LIVE:

WHAT PLATFORMS DO THEY USE

WHAT KIND OF BUSINESS
DO THEY BUY FROM

WHAT WEBSITES DO THEY VISIT

WHAT KIND OF STYLE
DO THEY LIKE

WHAT KIND OF MEDIA
DO THEY CONSUME

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VALUE *proposition*

WHY WILL CUSTOMERS BUY FROM YOU?

HOW IS YOUR PRODUCTS / SERVICE BETTER THAN COMPETITORS?

WHAT ARE THE MAIN PAIN POINTS YOU ARE SOLVING?

WHAT ARE THE MAIN POINTS YOU ARE SOLVING?

5. SWOT Analysis

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STRATEGY

overview

CONTACT DETIALS

MAIN SERVICE/PRODUCT

HOW DO YOU REACH YOUR CLIENT

YOUR CORE PRODUCT / SERVICE

WHAT MESSAGE DO YOU WANT TO CONVEY

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GO TO
market

WHAT?

WHO?

WHEN?

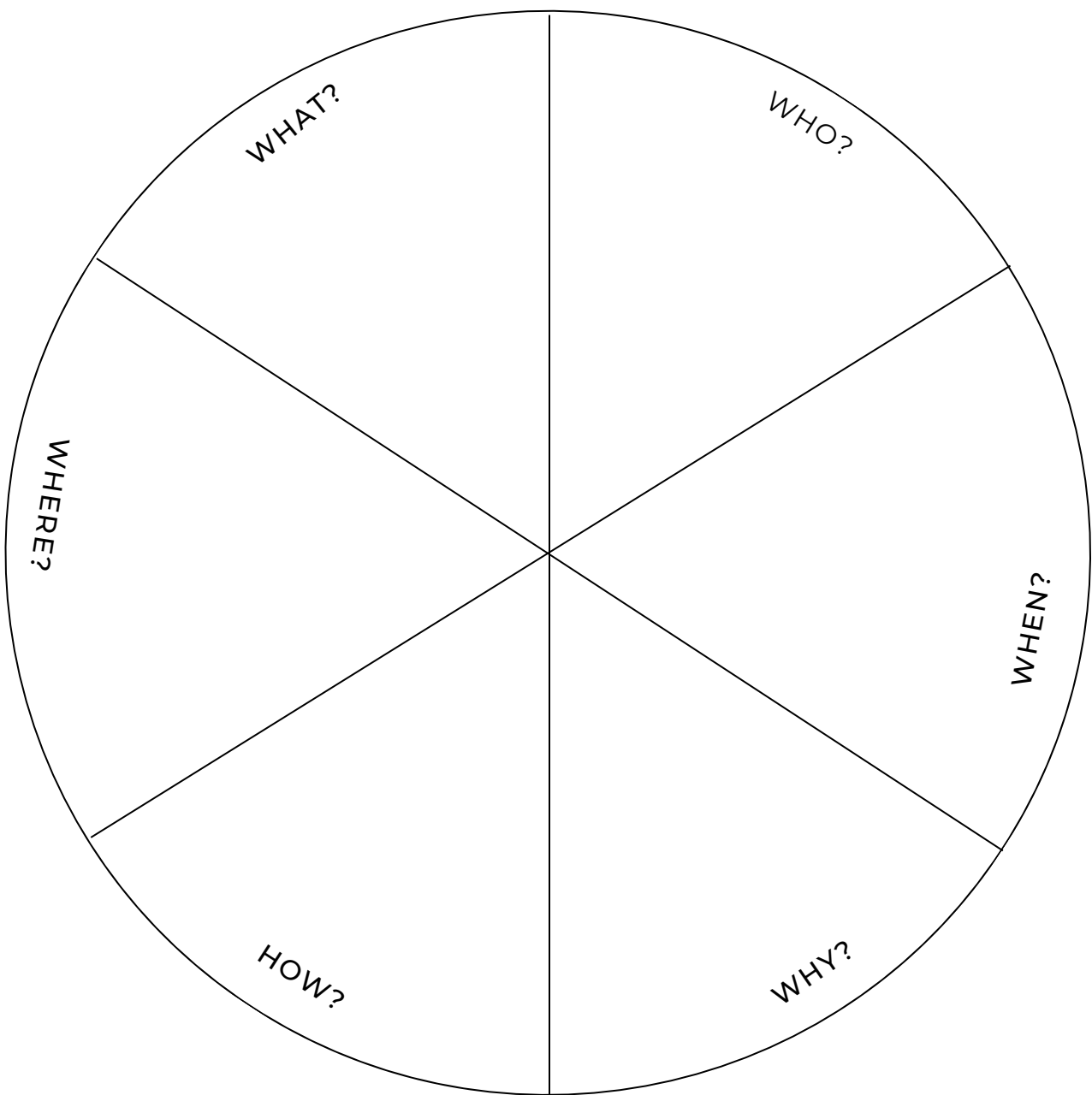
WHY?

HOW?

WHERE?

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GO TO
market



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MARKETING *plan*

CHANNEL	MARKETING TACTICS	ONE TIME COST	MONTHLY COST
PAID ADS			
E-MAIL			
SOCIAL MEDIA			
CONTENT MARKETING			
SEO			
	TOTAL COST:		

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WHAT IS *required*

ITEM	REQUIRED BEFORE OPENING?		OTHER NOTES
WEBSITE	YES	NO	
LOGO	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	
	YES	NO	



SALES & STRATEGY *plan*

THE INTENTIONS OF HOW YOU WANT
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WHERE & HOW TO *sell*

WHERE TO SELL ONLINE:

☐☐☐☐☐☐☐☐

PHYSICAL PLACES TO SELL

☐☐☐☐☐☐☐☐

SELLING METHOD

☐☐☐☐☐☐☐☐

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PRODUCT/SERVICE *pricing*

PRODUCT/SERVICE PRICING CALCULATOR

HOURLY WAGE	
UNITS PRODUCED PER HOUR	

PRODUCT/SERVICE PRICING CALCULATOR

MATERIALS COST PER UNIT	
PACKAGING COST PER UNIT	
OTHER COSTS PER UNIT (ELECTRIC BILLS ETC.)	

TOTAL UNIT COST (ALL OF THE ABOVE COMBINED)	
PRODUCT MARKUP (FOR 30% PUT 1.3 ETC.)	
TOTAL PRODUCT PRICE (TOTAL UNIT COST X MARKUP)	

METHODS OF GETTING PAID:

☐

PAYPAL

☐☐

STRIPE

☐

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This is where my audience hangs out (social media):

This is my audience pain points:

My Visibility Strategy on social media (how they find me):



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[illegible]

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How can I turn leads into customers:

This is my primary product or service:

These are my secondary products or services:

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This is my 1 year sales goal:

This is my 1 year revenue goal:

This is my 1 year profit goal:

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[illegible]

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PRODUCT/SERVICES *offered*

NAME OF PRODUCT/SERVICE	PRICE	OTHER NOTES
WEBSITE DESIGN	\$2900	BASIC PACKAGE
LOGO DESIGN	FROM \$450	1 CONCEPT, 3 REVISIONS
CONSULTATION	\$150/HOUR	MINIMUM 1 HOUR
OTHER DESIGN SERVICES	\$75/HOUR	GRAPHIC DESIGN

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PRODUCT/SERVICES *research*

PRODUCT/SERVICE NAME

LIST OF FEATURES
CUSTOMERS WANT:

LIST OF FEATURES
COMPETITORS HAVE:

FEATURES COMPETITORS
ARE LACKING

BRAND NEW
FEATURE IDEAS

LIST OF FEATURES FOR MY
PRODUCT / SERVICE

OTHER NTOTES
& IDEAS:



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[illegible]

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[illegible]

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STARTUP *costs*

ITEM	COST



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[illegible]



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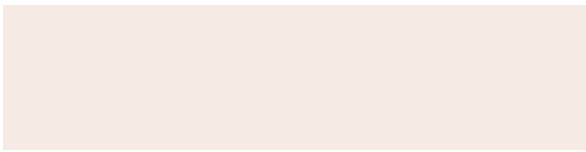
[illegible]

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[illegible]

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I, _____ (name) commit
to _____
making _____ (business
name) happens by _____ (date)!



(signature)



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Notes

[illegible]

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NEXT
step



3-day High-Value
Offer Challenge

SIGN UP

www.martynaboss.com