

# *Business Plan Worksheet*

Your plan to building your dream bridal beauty business!

Let's first start by saying that this business plan is pretty much just for you. It is a way to lay out all of your plans for your incredible business and is a template for how you will build your empire. An important thing to know about your business plan is that it will continue to change and evolve as your business does. As you smash one goal, you will have to come up with another one. Sometimes parts of your plan may not go to plan and you need to adjust accordingly and that's okay too! This is all fluid and will need to be updated and tweaked every 6 months or so.

When I first started my company, I didn't even consider writing a business plan since I thought it was something that people only needed when they were getting funding from a bank or something. Then I read a really great statistic about business plans and their efficacy (I LOVE statistics, BTW.) Here it is: If 90% of businesses fail in the first 5 years, the ones who wrote out a business plan were 17% more likely to succeed.

I know 17% may not seem like a lot, but with a 90% failure rate, I felt like I needed every chance I could get! So I wrote one.

(I am also a huge fan of writing all of your plans down because IT WORKS!)

## *Business Plan 101*

Here are some quick little things to take into consideration going in.

This is solely for you! Don't be embarrassed if someone were to find it and read all of your hopes and dreams. This is a map, a guide, a game plan, for how you are going to conquer all that you want out of your business.

This may take some time. Don't feel like you need to complete your business plan in one fell swoop. There may be some tough questions in here that may take you some time to think about and work through. Remember, this plan should always be evolving, so put things down that may seem like a stretch or it may be just an idea right now. Go for it!

This business plan template is geared towards bridal beauty businesses, but it can really be used for any kind of business, so go ahead and share it with your friends and family, if you know someone dabbling in entrepreneurship.

# Mission Statement

A mission statement is a formal summary of the aims and values of a company, organization, or individual. Most mission statements are quite short, just a sentence or two, and lays out the entire purpose of the company in its simplest form.

Choose three words to describe your business.

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-

-

How do you want people to feel about your brand?

What are your goals with your business?

Fabulous! Let's put it all together now!

*Your Mission Statement*

*Nordstrom*  
To give customers the most compelling shopping experience possible.

*Warby Parker*  
To offer designer eyewear at a revolutionary price, while leading the way for socially conscious businesses.

*Tesla*  
To accelerate the world's transition to sustainable energy.

## *Your Perfect Bride*

We have an ENTIRE worksheet just dedicated to finding your perfect bride, so do yourself a favor and start there! Yes, it will take a hot minute to get through it, but it is so important!!!

### *The Perfect Bride Template*

(Name) is a (age) year old (job) who loves (her pet or favorite animal.) She works at (workplace) with (details about her job), but in her free time you will find her (hobby or hobbies.) (Name) met her fiance (how they met) and they currently live in (where they live.) She is originally from (hometown) and (explain how she got to where she is now.) In the beauty department, (Name) likes to (explain beauty routine.)

\*This is a loose template, do what feels right honey!

## *Your Perfect Bride*

# *Your Brand's Vibe*

Your brand's vibe is how your brand makes people feel when they look at your work, website, or social media.

What kind of photos do you love doing?

What kind of makeup do you love doing?

What kind of style do you have?

How should a bride feel when she thinks about your company?

Now, let's put it all together!

## *Your Brand's Style Guide*

Now that you have a little bit of an idea as far as your brand's vibe goes, now you can put together the visual elements that will give them your brand's vibe.

What colors would you like to use?

What fonts catch your eye?

Will you add specific textures like brick, wood, florals, etc.?

Are there any brands that you look up to?

I would highly suggest working with our moodboard template to make sure that all of your elements are working well together and portraying the type of brand you are going for!

# Goal Digger

This can be any kinds of goals for your business like: how many weddings, how many professionals working for you, to have a retail space, how much money the company will bring in.

*6 Month Goal*

*1 Year Goal*

*3 Year Goal*

## *How to Make it Happen!*

This is where you are going to lay out the steps it will take to get your business started or onto the next steps.

### *Possible Steps*

- Build website
  - Create profiles on The Knot, Wedding Wire, etc.
  - Get business phone
  - Get business email
  - Create social media pages
  - File for an LLC
  - Get an EIN (Employer Identification Number)
  - Get an accountant
  - Create a contract for brides
  - Find a lawyer
  - Find a mentor
  - Join a networking group
  - Figure out a marketing strategy
  - Sign up for a bridal show
  - Figure out pricing
  - Find a CRM system
  - Open a business bank account
  - Figure out how you are taking payments
  - Collecting reviews from past brides
  - Hire a graphic artist
  - Designing a logo
  - Choose a business name
  - Figure out who can help you on big weddings
- Just to name a few things!

### *Your Steps*

Do yourself a favor and put your list in order.

## *Hiring Professionals*

This may seem like we are getting ahead of ourselves, especially if your business is in its infancy, but you need to have a strategy in place for how you are going to hire/employ other professionals on larger weddings. Your business will get there at some point, and you want to be prepared for that day!

This is another subject that I am SUPER passionate about and maybe that is because I am a rule follower when it comes to the law.

While laws can seem like a HUGE pain in the A, they are also there for everyone's protections. I have seen hundreds of salon and business owners misclassify their professional and take advantage of them. I have also been one of those professionals who have been taken advantage of and had I known then, what I know now, I would have reported it!

\*Disclaimer: Every state's laws are different when it comes to employment. I would HIGHLY recommend consulting with a small business attorney to see what your options are. The way my business runs, may not be legal in your state, so PLEASE do your due diligence and consult a professional on this one!

### *How will you pay them?*

Hourly

Hourly + Commission

Commission

### *How will you employ them?*

Employee

Independent  
Contractor

I can't stress enough how important it is to consult with a professional on this one! I know that in some states the fees for misclassifying professionals is up to \$100,000 per violation! If you are specifically in California, you MUST consult with an attorney. The laws have changed drastically in CA and many business are being effected by these changes.



## *Services*

This is where we will figure out all of your services.  
What services will you be offering? And at what price?

<i>Services &amp; Price</i>	
Service	Price

<i>Packages</i>	
Package	Price



## *Social Media & Marketing*

This is going to be a HUGE part of your business. Actually, it is going to be EVERYTHING in your business because it is how people find you!

### *Social*

Circle a minimum of 3 different social media platforms. Too many can be overwhelming, but there are some that are a necessity!

FACEBOOK   INSTAGRAM   TWITTER   PINTEREST   SNAPCHAT   YOUTUBE

### *Marketing*

What other sites do you plan on having profiles on that you can either have free profiles on or pay for premium placements?

THE KNOT   WEDDINGWIRE   YELP   GOOGLE   ZOLA

### *Other Marketing Ideas*

These are some marketing strategies that will get you away from your computer, out of the house, and meeting other wedding vendors and business owners.

BRIDAL SHOWS   LOCAL NETWORKING GROUPS   CHAMBER OF COMMERCE  
ILEA   STYLED SHOOTS

# Business Workflow

Here we are going to figure out all of the things you will need to be doing on a daily, weekly, and monthly

## Booking

What does a typical booking process look like?

Example: Inquiry > Estimate > Contract & Deposit > Trial > Wedding Day

## Your Job

What regular things will you need to do in order to keep up with your business? This is basically listing out your job tasks.

### Daily Tasks

- Checking emails
- Sending estimates

### Weekly Tasks

- Payroll
- Sending follow up emails

### Monthly Tasks

- Analytics
- Write blogs

## *Competitors*

I ALWAYS want you to do you and be yourself, but it is always a wise idea to know who your competitors are! And if you are really smart, you will identify what they are doing well and how you can improve on where they are falling short.

Find your top 3 competitors.

### *Brush & Blush*

Establish 2012 ~ 8 Team Members

Pros: They have a salon space

Cons: Not a great website, salon space may be small.

Bride H&MU: \$360 (20% higher)

Bridesmaid H&MU: \$115 (33% lower)

## *Furthering Your Education*

As an education junkie and educator, it is my duty to explain to you just how important furthering your education really is! You must always be looking for ways to improve your business, your skills, and your brides's experience. Complacency is the death of any business! So come up with a plan of how you are going to continue your educations.

- Regularly listening to business podcasts
- Reading books on business & leadership (I don't have time to read a lot, but I am in my car a lot so audio books are my jam!)
- Attending conventions like Wedding MBA
- Booking some one-on-one phone time with WedLocks Education!
- Taking a class with your favorite bridal stylist
- Finding a mentor!

Phew! Does your brain hurt just a little? That is a good sign that you've been doing it right! Now that you have done all of the tough parts, it's time to REALLY put it all together!

(Don't worry this part is easy, you already did all the hard work.)

Your Business Name  
My battle plan to making my dream business happen

## 1. Summarize My Biz

- **Mission Statement**

Here is where you lay down that awesome mission statement you wrote!

## 2. Perfect Bride Summary

- **The Perfect Bride**

Put down everything you know about the bride that you want to be attracting to your business

## 3. Brand Goals

- **Brand Vibe**

How do brides feel when they see your work, visit your website?

- **Brand Style**

Tell us what kind of colors and textures you are using to represent your brand's vibe.

## 4. Goal Digger

- **6 Month Goal**

- **1 Year Goal**

- **3 Year Goal**

## 5. The Battle Plan

- **Steps to Getting There**

Here are the steps I need to take to get to my 6 month goals and get my business off the ground.

## 6. Building My Team

- **Professionals**

Give a summary of how you plan to employ these people whether they are independent contractor or employees. Also lay out how they will be getting paid and how much!

## 7. My Services

- **Services & Pricing**

Make a list of all of your services and their pricing

## 8. Financial Deets

- **Professionals**  
How will they be getting paid
- **Owner**  
That's you! How will you be getting paid?
- **Business Investment**  
How much money will it take to get the business off the ground? And how much money do you plan on reinvesting back into the business?
- **Expenses**  
Make a list of all of the super fun business expenses you will have! (It may not be much to start, and that is good!)

## 9. Social Media & Marketing

- **Social Media**  
What platforms do you plan to start on?
- **Marketing**  
What is your marketing battleplan?

## 10. Business Workflow

- **Booking Process**  
Ideally, how would the booking process work for you?
- **Daily Tasks**
- **Weekly Tasks**
- **Monthly Tasks**

## 11. Competitors

- **Competitor Summary**  
Give a summary of what you found when you looked at your top 3 competitors. Was there anywhere that everyone fell short? How were their prices comparatively.
- **The Competition**
  - A. Business #1  
Pros:  
Cons:  
Bride Price:  
BM Price:
  
  - B. Business #2



Pros:  
Cons:  
Bride Price:  
BM Price:

#### C. Business #3

Pros:  
Cons:  
Bride Price:  
BM Price:

## 12. Furthering Education

### - **Education Game Plan**

Tell us what your plans are to continue to be the best possible business owner you can be!