



How to Create Your First Business Plan

Francesca Marano

#WCUS

Ciao!



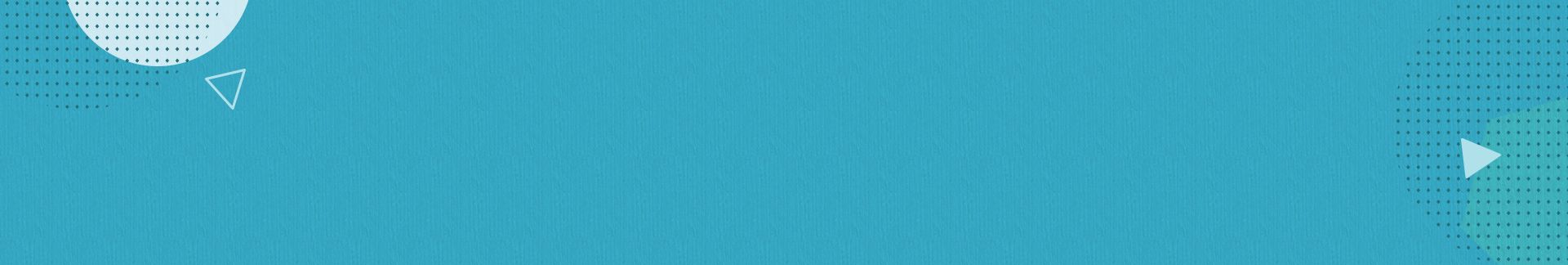
Sono Francesca

WordPress Community Manager
at SiteGround

 @FrancescaMarano

The background is a solid teal color. It features several decorative elements: a dotted pattern in the top-left corner, a dotted pattern in the top-right corner, a dashed white line curving across the bottom, and various geometric shapes including triangles and circles in white and light blue. A thin yellow horizontal line is positioned above the main text.

What is a business plan?



A business plan is a **formal statement** of business goals, reasons they are attainable, and plans for reaching them. It may also contain background information about the organization or team attempting to reach those goals.

Wikipedia





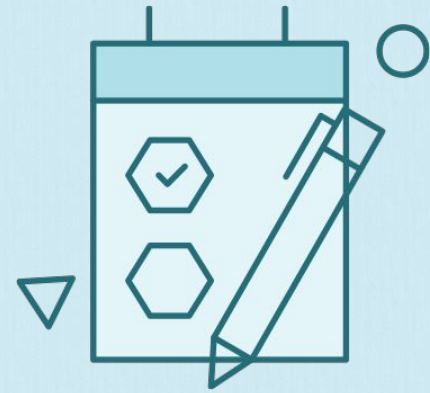
Whaaaaat?

Plain language

- ✓ A way to find **clarity** amongst all the wonderful ideas you have
- ✓ A document to **write** those ideas instead of keeping them in your head
- ✓ A **map** to help you navigate even through the dark

Agenda

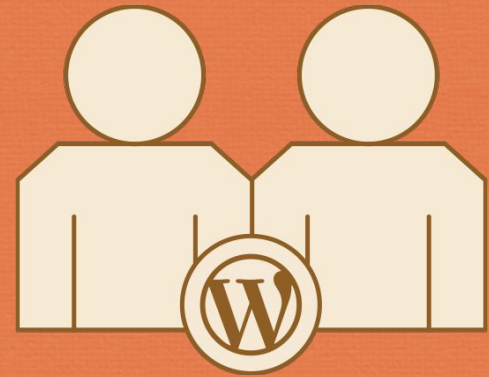
- ✓ Work together on some the most important elements of a business plan for our colleague Emma
- ✓ Get pumped about working on your business plan



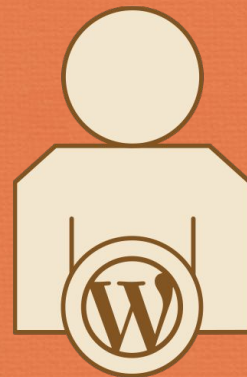
Emma = **WordPress Pro**

Jack = **Business Pro**

Creative Agency



Emma = WordPress Pro



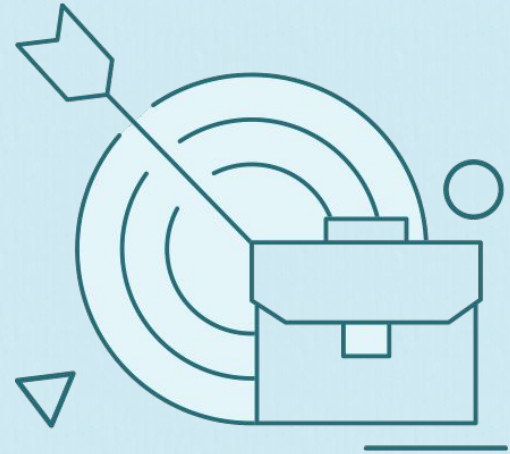
The business plan answers:

- ✓ What am I doing?
- ✓ What do I expect to get out of it?
- ✓ How can I get it?
- ✓ What could fail?



Elements of a Business Plan

- ✓ Product Definition
- ✓ Target Client Definition
- ✓ Industry analysis
- ✓ Market Analysis and offer
- ✓ Financials



Exercise 1

✓ What is Emma's product?



What is Emma's product?

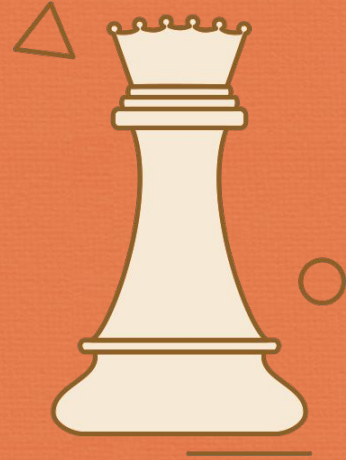


Exercise 2

✓ Who is Emma's client?



What is Emma's Target Client?



Exercise 3

- ✓ What does the industry look like?



Porter's 5 Forces

Bargaining Power of Buyers



Threat
of New Entrance



Threat
of Substitutes



Bargaining Power of Suppliers



Exercise: 3 - 20 min

Porter's 5 Forces on WordPress Industry

Power of
Suppliers

Power of
Buyers

Threat of
New Entrants

Threat of
Substitutes

Competitive
Environment

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Exercise 4

✓ What are Emma's values?



Authenticity
Achievement
Adventure
Authority
Autonomy
Balance
Beauty
Boldness
Compassion
Challenge
Community
Competency
Contribution
Creativity
Curiosity
Determination
Fairness
Faith
Fame
Friendships
Fun

Growth
Happiness
Honesty
Humor
Influence
Inner Harmony
Justice
Kindness
Knowledge
Leadership
Learning
Love
Loyalty
Meaningful Work
Openness
Optimism
Peace
Pleasure
Poise
Popularity

Recognition
Reputation
Respect
Responsibility
Security
Self-Respect
Service
Spirituality
Stability
Success
Status
Trustworthiness
Wealth
Wisdom

And the list goes on!

What are Emma's values?

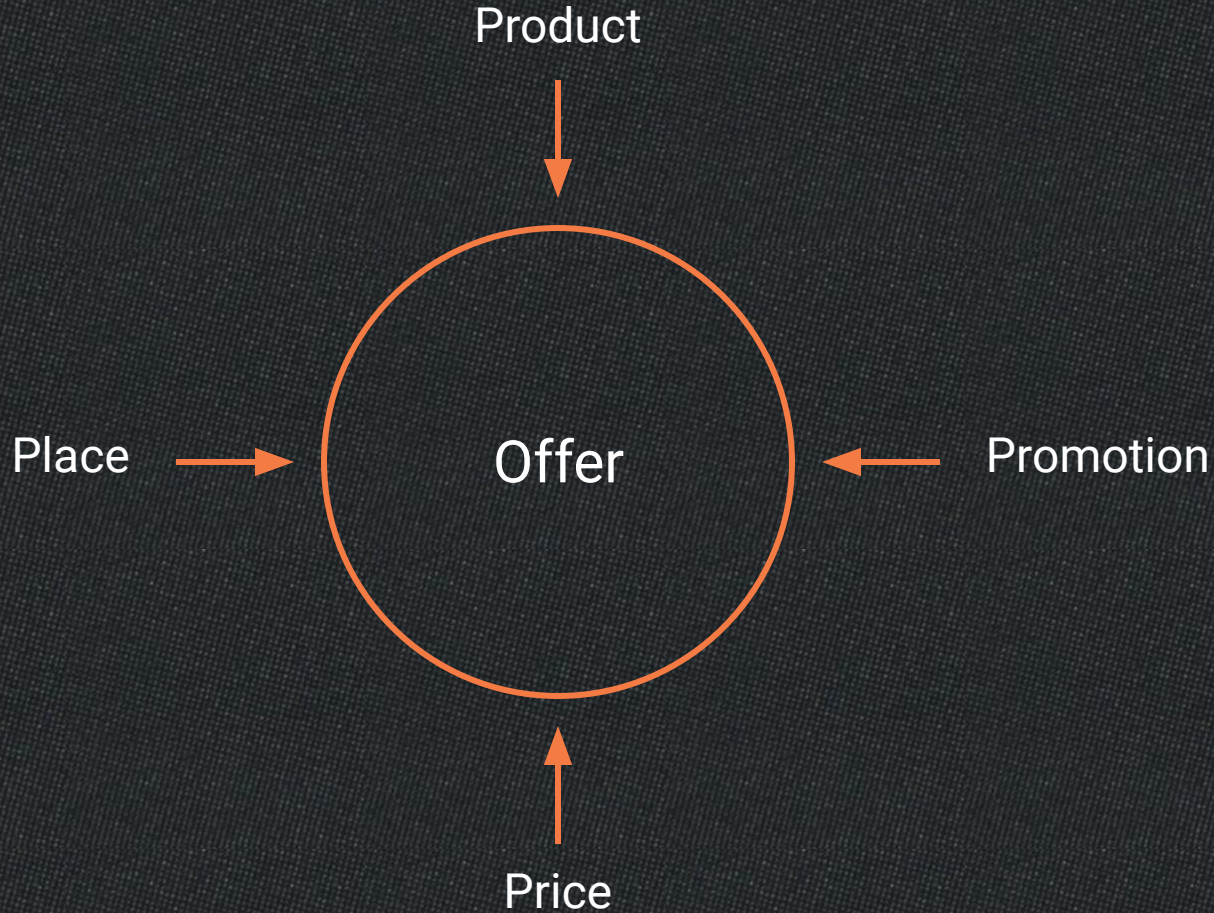


Exercise 5

- ✓ What is Emma's offer and how does she communicate it?



The 4 Ps of Marketing



Exercise 5 - 20 min
The 4 Ps of Marketing

Product

Place

Promotion

Price

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Budget

Financial Management

- ✓ Balance Sheet
- ✓ Income Statement
- ✓ Monthly Cash Flow Projection



Let's continue
the conversation

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Where to find me next:

WordCamp US
SiteGround Booth, Hallways,
Contributor Day

Online
Twitter: [@FrancescaMarano](https://twitter.com/FrancescaMarano)
Slack: francina

In Person
Probably a WordCamp near you
WCEU for sure