

# Business Growth Plan Template For Online Independent Teachers

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Document version	
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## From Good to Great, Level Up Your Teaching Business

### Executive Summary

We suggest you write this part after you complete all other parts of the business plan

### Customer (Strategy week outcome)

Describe your target customer, be as specific as possible

Describe in which context, under what motivation, your customers find you

What is the problem do they want you to solve?

### Competition (Strategy week outcome)

Describe if your customers don't come to you, what are their alternatives.

Evaluate these alternatives, why they can't meet the needs of your target customers

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Product (Pedagogy week outcome)

Describe the product (most likely, the learning plan) for your customers  
Describe why your product solves your customers' needs best

Pricing

List your package and pricing here  
Compare with pricing from three competitors here

Marketing - the process to attract a stranger as a potential customer

List all the marketing channels and marketing partners (eg. social media influencers)  
Describe what will be valuable content for your potential customers  
Describe how to work with marketing partners (eg. social media influencers)

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Sales - the process to convert a potential customer to a paying customer

Describe your onboarding process

Finance

List all the cost/expenses you need to invest

Project potential revenue

Estimate your profit

Goal setting

List your goals for this year

List your goals in five years

At the end of the business year, review the business plan to check

1. Have you reached the annual goals?
2. Is there a need to update the business growth plan?
3. Is there a need to update the goals?