10 Steps to Create A Business Plan Aligned With Your Values

Company Identity

It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently. - **Warren Buffet**

Problem You Solve

If I were given one hour to save the planet, I would spend 59 minutes defining the problem and one minute resolving it. - **Albert Einstein**

Identify Your Solution

There's no shortage of remarkable ideas, what's missing is the will to execute them. - **Seth Godin**

Identify Target Market

People don't buy what you do, they buy why you do it. - **Simon Sinek**

Research Competition

You have to look at the competition and say you're going to do it differently. - **Steve Jobs**

Unique Value Proposition

In order to be irreplaceable, one must always be different. - **Coco Chanel**

Channel Sales Strategy

Always do your best. What you plant now, you will harvest later. - **Og Mandino**

Marketing Strategy

The aim of marketing is to make selling superfluous. - **Peter Drucker**

Revenue Goal & Projections

Remind people that profit is the difference between revenue and expense. This makes you look smart. - **Scott Adams**

Milestones & Metrics

Success is a process... During that journey sometimes there are stones thrown at you, and you convert them into milestones. -**Sachin Tendulkar**

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