

STEPS FOR STARTING A BUSINESS IN 2026

You can print this out, fill in the blanks, and stick it on your wall. It covers everything from your customer to your backup plan—without the fluff.

TWO-PAGE BUSINESS PLAN (Phase 2 Roadmap)

Business Name: _____

Date: _____

Your Name: _____

1. Your Customer (Who are you helping?)

Target audience:(e.g., new parents in London, remote workers, local dog owners)

→ _____

Biggest problem they have:

→ _____

Where do they hang out online? (e.g., Instagram, TikTok, Facebook groups, Reddit)

→ _____

2. Your Offer & Pricing

What are you selling? (one sentence)

→ _____

Price point: £ _____

Why is your price fair compared to competitors?

→ _____

3. Financial Forecast (12 months)

| Month | Expected Sales (£) | Expected Costs (£) | Profit / Loss (£) |

|-----|-----|-----|-----|

Break-even month** (when profit first turns positive): Month _____

4. Backup Plan (Your biggest risks) What are your three biggest threats?

1. _____

If this happens, I will: _____

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2. _____

If this happens, I will: _____

3. _____

If this happens, I will: _____

5. Your North Star Metric

The ONE number that tells you your business is healthy:

(e.g., weekly sales, new email subscribers, daily website visitors)

→ _____

Weekly target for that metric: _____

Quick Review Checklist

Before you start trading, tick these off:

- I can describe my customer in one sentence.
- I know what problem I solve.
- My price is competitive for the UK market.
- I know roughly when I'll break even.
- I have a plan for my top 3 risks.
- I check my North Star Metric every week.

This one-page plan is your living roadmap. Keep it visible, update it monthly, and it will keep you focused without the overwhelm. Good luck with your YouTube video—and with your microbusiness journey