

WELCOME TO YOUR FIRST BUSINESS PLAN – QUICKSTART KIT

YOUR 30-MINUTE
ROADMAP TO LAUNCH
WITH CLARITY AND
CONFIDENCE

Prepared by
HeliGlo Strategy
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HeliGlo
STRATEGY



WHAT'S INSIDE

Whether you're starting a solo business, launching a side hustle, or offering consulting services – this kit helps you get your business plan on paper - and ready to grow.

Inside, you'll find a structured Notion template to guide you through

- ✓ Your Idea
- ✓ Your Ideal Client
- ✓ How You'll Reach Them
- ✓ Key Actions: First 90 Days
- ✓ Your Revenue & Cost Plan
- ✓ Your One-Sentence Business Plan
- ✓ 20 Uncommon, Magical Business Ideas (for inspiration)
- ✓ A Filled Example Business Plan – “Inbox Agency”
- ✓ Bonus Resources (trackers, links, tools)
- ✓ Vision Board (visualize your success)
- ✓ What Makes You Different
- ✓ Your Offers
- ✓ Next Steps After the Plan



YOUR IDEA

Let's shape your idea:

Your idea doesn't need to be perfect.
Just clear enough to explain what you do, for whom, and why.

Answer these:

What are you creating?

Describe your product, service, or offer in 1–2 clear sentences.

What problem does it solve?

What stress, frustration, or need does it address in someone's life?

Who is it for?

Who will love this the most? Think of your ideal customer – age, lifestyle, values.

What makes it special?

What makes your idea stand out? Is it the vibe, values, story, or delivery?

One-sentence summary (if you like templates):

I help [who] solve [problem] through [how].



YOUR IDEAL CLIENT

Your offer isn't for everyone – and that's the beauty of it. Let's get crystal clear on who you're creating this for, so your message lands with the right people.

Answer these:

Who is your dream client?

Describe them in one sentence – age, lifestyle, mindset, values.

What are they going through?

What struggles or goals are they dealing with right now? What keeps them stuck?

What are they craving?

What would they love to feel, have, or change?

Where do they spend their time (online or offline)?

Think about platforms, communities, habits – where can you reach them naturally?

Why would they love your offer?

What about your idea would speak directly to their heart, not just their head?

Remember: clarity attracts. Speak to one real person, and others like them will find you too.



YOUR 2-MINUTE MARKETING PLAN

Now that you know who your ideal client is — how will you actually get in front of them?

This is where you map out your marketing plan — simple, clear, and aligned with your energy and strengths.

Choose 2–3 Key Channels

Where will your ideal client spend time? What feels natural to you?

Examples:

- Instagram (content + Reels)
- LinkedIn (personal brand)
- Newsletter (weekly or monthly)
- Direct outreach (DMs or emails)
- Online communities (Slack, Discord, Facebook groups)
- SEO blog articles
- YouTube or podcast
- Pinterest (for creative niches)



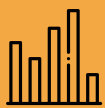
Messaging & Tone

What message will resonate with them?

What values or pain points should your content highlight?

Example: message

“Starting a business in Switzerland as a foreigner? I’ve done it – and I’ll help you do it faster, without the headaches.”



Content Rhythm

How often will you show up?

2 Reels/week

1 carousel post

1 email newsletter per month

1 short story or tip in LinkedIn weekly



Visual Channel Plan

This table helps you visualize your main communication channels and how often you’ll use them.

Example of Your Visual Channel Plan

Channel	Type of Content	Frequency	Purpose
Instagram	Reels + stories	3× per week	Brand visibility
LinkedIn	Tips + storytelling	1× per week	Build authority
Newsletter	Short tips	1× per month	Stay top of mind

SOCIAL CONTENT PLAN

Weekly content planner

MONDAY					
TUESDAY					
WEDNESDAY					
THURSDAY					
FRIDAY					
SATURDAY					
SUNDAY					

Social media calendar

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Review analytics	Write post	Create graphics	Schedule posts	Plan content	New post	
Brainstorm ideas						
	Update calendar					

Your Simple Marketing Funnel

Turn visibility into trust, and trust into conversions with a clear funnel

INSTAGRAM

Build visibility through Reels & stories

NEWSLETTER

Build trust and stay top of mind

CLIENT OFFER

Convert followers into paying clients



KEY ACTIONS: FIRST 90 DAYS

You don't need to do everything. You just need to move with **clarity**.

➡ This is where you shift from dreaming to doing – step by step.

Answer these:

What's most important in the next 90 days?

Think traction, visibility, or creation – what moves the needle right now?

What can you do with the time, energy, and tools you already have?

*Keep it real. Small steps build momentum.
List your top 4 priorities*

Example:

- Launch Instagram presence
- Talk to 10 potential clients
- Create a simple landing page
- Write your first newsletter

How will you keep yourself accountable?

- ☒ *Will you track progress weekly? Share publicly? Ask a friend to check in?*

Progress is peace. One clear action at a time is enough.



MONEY PLAN

Let's talk money — with calm and clarity.
You don't need a full spreadsheet (unless you want one). Just
know how you'll earn, what it costs, and what makes it
sustainable.

Answer these:

How will you make money?

Describe your main offer(s). Is it a product, a service, a subscription, a workshop?

How much will you charge?

What feels fair, aligned, and worth your energy?

How will people pay you?

Online shop? In-person? Stripe, PayPal, etc.? Keep it simple.

What startup costs will you have?

Think tools, supplies, packaging, subscriptions — even small things count.

What's your break-even point?

How much do you need to sell to cover your costs?

***A grounded money plan gives your idea roots — so it can
grow strong and steady.***



YOUR ONE-SENTENCE BUSINESS PLAN

When someone asks, “**So, what do you do?**” — this is your clear, grounded answer.

It doesn’t need to be flashy. It just needs to feel true.

Template

*I help **[who]** with **[problem or goal]** through **[your offer]**, so they can **[desired outcome]**.*

Examples:

- I help new moms feel calm and confident through natural self-care rituals.
- I help creatives find clarity with simple business planning tools.
- I help overwhelmed professionals manage stress through holistic coaching and herbal blends.

Now write your own:

Take your time. Tweak it as your idea evolves. This sentence is your compass.

Clarity is magnetic. *Say what you do — and the right people will lean in.*



20 UNCOMMON, MAGICAL BUSINESS IDEAS

01. Quiet Consultant Club

A space for introverts to build powerful consulting businesses without loud marketing.

02. The 9-to-5 Exit Guide

A digital product helping employees quit their full-time job and launch a business within 6 months.

03. Mindful Launch Studio

A slow business brand-building and launch system – for founders who reject hustle culture.

04. Mini Brands, Big Profits

Learn how to build micro-brands with just one product and sell them profitably online.

05. Inbox Agency

A solo email marketing service for creators and personal brands. No website needed.

06. Sustainable Pitch Decks

A design service that creates investor decks focused on ESG and sustainability storytelling.



07. Digital Declutter Co.

A service helping solopreneurs organize their messy digital life: Notion, files, cloud storage.

</> 08. No-Code for Niche Coaches

A course showing niche coaches (like yoga or music instructors) how to build online platforms without code.



09. Freelancer's Retirement Plan

A smart toolkit for self-employed professionals to plan long-term financial security.



10. Second-Career Startup Kit

A guide for people over 40 who want to start their first solo business with confidence.



11. The Calm Hustle

A blog + newsletter + product line around building a burnout-free solo business.



12. Micro-Mastery Subscriptions

Monthly digital kits to master small but powerful skills (like how to write an invoice or delegate work).



13. The Ethical Drop Shipper

A curated drop shipping shop focusing on transparent and sustainable supply chains.



14. Local Hero Lab

A toolkit to start a freelance or service-based business in your own neighborhood.



15. Notion for Nannies

A Notion dashboard template for nannies to manage schedules, development notes, and contracts.



16. Hobby → Offer Toolkit

A step-by-step system to turn a hobby into a paid service or product in 30 days.



17. The Solo B2B Model

A guide to offer high-ticket services to businesses – no team, no agency, just you.



18. Zero Inventory Brand

How to build a modern brand with no physical stock – using print-on-demand or digital products.



19. Digital Divorce Toolkit

A practical toolkit to separate from a business partner or ex in a clean and structured way.



20. Anti-Influencer Academy

A platform teaching you how to earn online without dancing on TikTok or posting mirror selfies.



BUSINESS PLAN SNAPSHOT – “INBOX AGENCY”

A solo service for email marketing, focused on helping coaches and creators grow with powerful newsletters.

YOUR IDEA

Problem:

Many coaches and solo creators struggle to send consistent, high-converting newsletters. They're too busy or overwhelmed by the tech.

Solution:

A lean 1-person agency that helps them grow their email list and revenue through simple, evergreen email flows and campaigns.

Offer:

Done-for-you email funnels, newsletter management, and launch email copywriting.

Ideal Client

- Coaches (life, business, wellness)
- Creators launching digital products
- Solo consultants who already have a website and want to grow their list
- Based in English-speaking markets (US, UK, Canada, Australia)

How You'll Reach Them

- LinkedIn thought-leadership posts
- Instagram Reels showing before/after email examples
- Guest posts on coaching blogs
- Cold DMs to creators with a free email audit offer

The Key Actions (First 90 Days)

1. Create a Notion portfolio page with 3 fake case studies
2. Build a simple landing page (Carrd or Notion)
3. Set up Calendly for consultations
4. Post 3x per week on LinkedIn
5. Reach out to 50 creators with a free audit offer
6. Create a newsletter: "Email Ideas for Creators"
7. Sell first 3 offers at 50% discount in exchange for honest testimonials

Money Plan

Services & Prices (start):

- Email Newsletter Setup: 299 EUR
- 5-Email Funnel: 449 EUR
- Monthly Retainer: 599 EUR/month (2 newsletters + 1 funnel)

Monthly Goal:

- 3 clients × 449 = 1347 EUR
- 1 retainer = 599 EUR
- = 1946 EUR/month to start
- → Scale to 5K+ within 6 months

Your One-Sentence Plan

I help creators turn followers into buyers with high-converting email systems – all done for them, stress-free.



BONUS RESOURCES

Useful Links

- [Canva – Design your brand](#)
- [Namecheckr – Check business name availability](#)
- [Tally – Create free forms](#)
- [Lemon Squeezy – Sell digital products easily](#)
- [Notion – Business hub templates](#)

Free Templates

Use these ready-to-go templates to save time and look professional from day one:

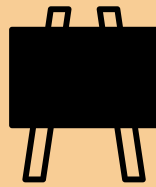
- [Offer Template \(PDF\)](#)
Create and send clear, beautiful offers to your clients.
- [Invoice Template \(PDF\)](#)
Simple invoice layout including totals, VAT, and company details.
- [Order confirmation \(PDF\)](#)
Send after the client accepts your offer – includes order summary, pricing, and terms.

Tools to Try

- [ChatGPT - idea validation, copywriting help](#)
- Pexels or Unplash - free images for your website
- [Carrd- launch a simple one-page site](#)
- Google Trends - explore search demand

Extra Reading

- The \$100 Startup – Chris Guillebeau
- Company of One – Paul Jarvis
- Start With Why – Simon Sinek
- Launch – Jeff Walker



VISION BOARD

This is where your future starts taking shape. Use this space to define what you're building and why it matters.

Your Vision

What do you ultimately want to create with this business?

What will success look like in 3–5 years?

→ Write in present tense, as if it already exists.

Example:

“I run a thriving consulting brand that empowers solopreneurs to launch with clarity. I work from anywhere, earn 12k/month, and feel proud of the impact I create.”

Core Values

What principles guide you?

(Ex: Simplicity, Freedom, Impact, Sustainability, Authenticity...)

Your Why

Why does this matter to you?

What drives you beyond money?

Visual Moodboard

A picture is worth a thousand goals. Add photos, screenshots, or even moodboards that represent your dream life, brand feeling, workspace, or client experience.

Ideas to include:

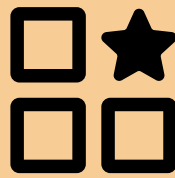
- Your dream workspace setup
- Ideal lifestyle or freedom visuals
- Brand aesthetic / colors / logo draft
- Inspirational quote designs
- Screenshots of clients you want to work with
- Pinterest moodboard export
- Magazine-style imagery that reflects your brand tone

 Tip:

You can add images directly here, or embed a link to your full Pinterest board.

Example:





YOUR BRAND IN ONE GLANCE

*Your brand is not just what you say — it's also what people see.
Make it feel like you*

Let's define your unique edge — the thing that sets you apart from others in your niche.

Even if 1,000 others offer what you do, your approach, story, or values can make all the difference.

Your Vision

What Makes You Stand Out?

Consider:

- Your origin story
- Your personal experience or method
- Your values and approach
- How you solve the problem differently
- Your tone, design, or client vibe
- Your long-term vision

Example:

“Unlike traditional agencies, I work hands-on with founders, keeping things simple, practical, and rooted in sustainability.”

Visual Identity Highlights

Add 1–3 images that reflect what makes your brand feel uniquely yours.

Ideas to include:

- Your logo (even if it's early stage)
- A brand mood visual (colors, icons, pattern)
- Your photo or founder portrait
- A product snapshot that shows your style
- A past client result or a screenshot of your work in action

You can drag-and-drop visuals directly here inside Notion. This helps tie your positioning to your visual language.



YOUR OFFERS

This is what you actually sell. Whether it's a service, a product, or a package — here's where you define it clearly.

What Are You Offering?

List your current or planned offers. For each, include:

- Name of the offer
- What's included / What they get
- Format (e.g. 1:1 call, PDF download, course, package)
- Price (or price range)
- Who it's for
- How they get it (e.g. website, DMs, email link)

Example 1 – Service:

Brand Starter Kit – Strategy call + logo + color palette (1:1 package)

EUR 490 – For early-stage founders

Book via website or DMs

Example 2 – Digital Product:

Client Discovery Template – A Notion-based client brief template

EUR 8.95 – For solopreneurs

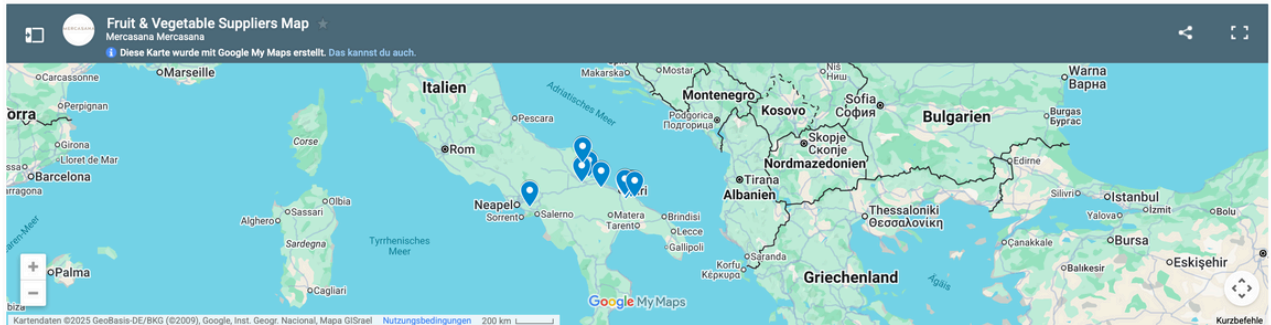
 Instant download via Lemon Squeezy

Offer mockup

Supplier Map – Tool for comparing and qualifying vendors

Smart Supplier Tracker + MAP

Centralise, Compare & Qualify Your Suppliers — All in One Place



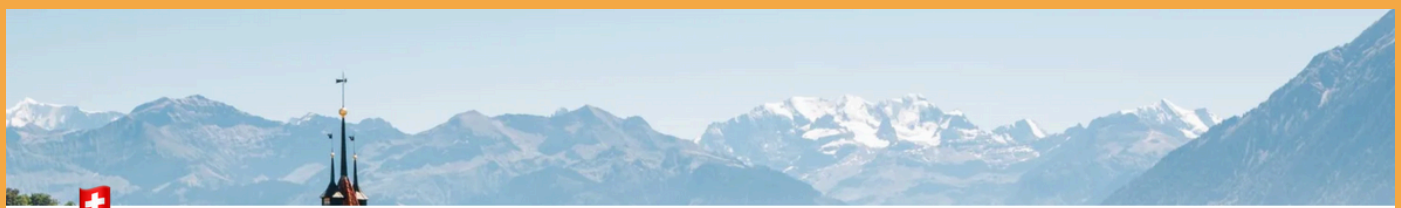
Fruit and vegetable distributors

Table Gallery






Navigation icons: Home, Up, Down, Search, Expand, and a blue button labeled "New" with a dropdown arrow.

Azienda	Prodotti	Volume	Clienti	Indirizzo	Contact Email	Contact Phone Number	Website		
Map of Distributors									
Fimagri O.P. Soc. Coop. Agr.		1000-1500 tone/m		Sede Administrative: Viale Alc	amministrazione@opfimagri.c	+39 0884588518	opfimagri.com		
La Preferita O.P. Pugliese Soc.				SP. 30 km 2, 100 – 70033, C	info@lapreferitaop.it	+39 080 872 4468	lapreferitaop.it		
Bellipario s.r.l.	Patate	Broccoli	Cavolfio	Contrada Ponte del Cane, 70	info@bellipario.com	+39 080 424 04 76	bellipario.com		
FRUDIS S.R.L.				S.P.94 per Casamassima km	sales@frudis.it	+390804796625	frudis.it		
Dellerma Antonio & Figli S.A.S.	Stone Fruits	Citrus fruits		Via Vecchia Napoli km 0,500	info@dellermaingrosso.it	+390885415742	dellermaingrosso.it		
Lamedica & Figli S.r.l.	Tomatoes	Melons and Wat		Via della Transumanza, 55, 7	logistica@lamedicaefigli.com	+390883 634 683	lamedicaefigli.com/		
Orchidea Frutta S.r.l.	Cherries	Grapes	Stone	4500-5000 tones/month	Germany, Netherlands, Franc	Via Adelfia, 70018 Rutigliano	informazioni@orchideafrutta.i	+390804761003	orchideafrutta.it
Giuliano Puglia Fruit S.r.l.	Grapes	Cherries	Stone	3000-3500 tones/month	Austra. Germany, Switzerland	S.P 65 km 4.8 – 70010 Turi (E	amministrazione@giulianosrl.i	+390804771540	giulianopugliafruit.it

Swiss Business Guide – Notion system for newcomers



Start a Business in Switzerland Guide

-  [How It Works](#)
-  [Start Here](#)
-  [Your Journey in 6 Steps](#)
-  [Bonus Tips](#)
-  [Want More?](#)

Your step-by-step guide to launching a Swiss company — simplified and structured.

This dashboard walks you through legal, administrative, and practical steps to get started, even if you're new to Switzerland.

How It Works

Each step below opens a card with:

- Clear explanations
- Checklists
- Tools & templates
- Decision helpers
- Practical resources (links, examples)

Whether you're EU or non-EU, resident or not yet, this guide adapts to your situation.

Visual Showcase

HeliGlo Product Line – Templates for founders

Home

Products

About

Contact

Start a Business in Switzerland

Free Starter Guide: Start Your Swiss Business

Swiss Business expense tracker

Start a Business in Switzerland

A complete Notion guide to register your Swiss company step by step.

Includes offer templates, admin checklist, CRM & founder journal.

Start Your Business in Switzerland

The 5 Essential Steps for Newcomers

By HeliGlo Strategy

Swiss Business expense tracker

Track your costs in Notion – multi-currency, Swiss VAT-ready & customizable.

Perfect for freelancers and small businesses.

Start a Business in Switzerland

Free Starter Guide: Start Your Swiss Business

Swiss Business expense tracker

Start a Business in Switzerland


The 5 Essential Steps for Newcomers

By HeliGlo Strategy

Swiss Business expense tracker

Track your costs in Notion – multi-currency, Swiss VAT-ready & customizable.

Perfect for freelancers and small businesses.




Free Offer Template (English) - Minimal PDF (non-editable)

Professional offer template in English (PDF, non-editable). Clean, minimal layout – perfect for quick and simple use.

Price
Free Download

Download PDF

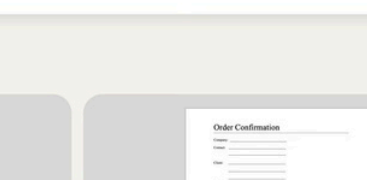


Free Offer Template (German) - Minimal PDF (non-editable)

Professional German offer template (PDF, not editable). Clear layout for freelancers and small businesses.

Price
Free Download

Download PDF



Free Order Confirmation Template (English) - Minimal PDF (non-editable)

Professional Order confirmation template (PDF, not editable). Clear layout for freelancers and small businesses.

Price
Free Download

Download PDF



NEXT STEPS AFTER THIS PLAN

You've mapped your idea — now it's time to move forward. This isn't the end. It's the beginning. Let's turn planning into doing.

1. Pick a Launch Date

Choose a realistic but motivating date for your soft launch or first sale. Put it in your calendar.

Example:

"August 15 – Go live with website & digital offer."

2. Set Weekly Actions

Break your goal into small, doable tasks you can track weekly. (Use your 90-day plan or simple habit tracker.)

3. Tell Someone

Say it out loud. Post it. Email a friend. Create momentum by making it real.

4. Start With Just One

Pick one thing to share: an idea, a quote, a simple offer. Don't wait until everything's perfect.

Share Your Feedback

Did this kit help you get started?

Let me know what worked (or didn't) – it helps me improve and create better tools.

 [Click here to leave feedback](#)

(or DM me [@heliglo.strategy](#) on Instagram)

Need help launching? Visit heliglo.com/products