

# Writing a Business Plan: Customer Checklist

by Guttulus

Funnel		Revenue Model		Developing Contacts		Customer Pattern	
Create Awareness		Market		Meet		Research	
<input type="checkbox"/>	Youtube	<input type="checkbox"/>	Market Size	<input type="checkbox"/>	Physically	<input type="checkbox"/>	Current Solution
<input type="checkbox"/>	Twitter	<input type="checkbox"/>	Market Share	<input type="checkbox"/>	Online	<input type="checkbox"/>	Current Cost
<input type="checkbox"/>	Facebook	<input type="checkbox"/>	Market Channel	<input type="checkbox"/>	Email	<input type="checkbox"/>	Publications
<input type="checkbox"/>	Word of Mouth	<input type="checkbox"/>	Market Creation	<input type="checkbox"/>	Convention	<input type="checkbox"/>	Influencers
Obtain Customers		Model		Initial Targets		Exploration	
<input type="checkbox"/>	Generate Interest	<input type="checkbox"/>	Sales	<input type="checkbox"/>	10	<input type="checkbox"/>	Customer Websites
<input type="checkbox"/>	Highlight Problem	<input type="checkbox"/>	Subscription	<input type="checkbox"/>	20	<input type="checkbox"/>	Customer Publications
<input type="checkbox"/>	Highlight Solution	<input type="checkbox"/>	Affiliate	<input type="checkbox"/>	30	<input type="checkbox"/>	How time is Spent
<input type="checkbox"/>	Highlight Uniqueness	<input type="checkbox"/>	Pay per use	<input type="checkbox"/>	50	<input type="checkbox"/>	How money is Spent
Keeping Customers		Prices		Reference Story		Measure	
<input type="checkbox"/>	Social Media Engagement	<input type="checkbox"/>	Value	<input type="checkbox"/>	Describe Product	<input type="checkbox"/>	Website Hits
<input type="checkbox"/>	Email Engagement	<input type="checkbox"/>	Competitive	<input type="checkbox"/>	Describe Benefits	<input type="checkbox"/>	Conversions
<input type="checkbox"/>	Loyalty Program	<input type="checkbox"/>	Volume	<input type="checkbox"/>	Describe Competitors	<input type="checkbox"/>	Source
<input type="checkbox"/>	Product Updates	<input type="checkbox"/>	Subscription	<input type="checkbox"/>	Describe Uniqueness	<input type="checkbox"/>	Tactics
New Revenue		Trials		Customer's Problem		Act like Customer	
<input type="checkbox"/>	Existing Customers	<input type="checkbox"/>	Freemium	<input type="checkbox"/>	Inquire	<input type="checkbox"/>	Spend the day as one
<input type="checkbox"/>	New Customers	<input type="checkbox"/>	30 Day Trial	<input type="checkbox"/>	Meet	<input type="checkbox"/>	Go to Customer Events
<input type="checkbox"/>	Customer Referrals	<input type="checkbox"/>	Influencers	<input type="checkbox"/>	Target	<input type="checkbox"/>	Spend the day with one
<input type="checkbox"/>	Referral Program	<input type="checkbox"/>	Feedback	<input type="checkbox"/>	Tell Story	<input type="checkbox"/>	Go to Conventions
Modes		Profitability		Solution		Interest	
<input type="checkbox"/>	Search	<input type="checkbox"/>	Least Sales	<input type="checkbox"/>	Meet	<input type="checkbox"/>	Inquire
<input type="checkbox"/>	Free Trials	<input type="checkbox"/>	Middle Sales	<input type="checkbox"/>	Target	<input type="checkbox"/>	Measure
<input type="checkbox"/>	Traditional Media	<input type="checkbox"/>	High Sales	<input type="checkbox"/>	Tell Story	<input type="checkbox"/>	Analysis
<input type="checkbox"/>	Non-traditional Media	<input type="checkbox"/>	Expected Sales	<input type="checkbox"/>	Explain Benefits	<input type="checkbox"/>	Pivot