🎯 Build Your Business Plan – Student Worksheet

Use this worksheet to brainstorm and shape your creative business idea. Once completed, copy your actual answers into the special ChatGPT prompt at the end to turn them into a full, clear business plan.

# 1. What’s Your Thing? (Business Idea & Offerings)

* What are you selling? (Art, music, courses, photography, etc.)
* Who is it for? (Your ideal audience)
* What makes it unique? (Why should people choose you?)

# 2. Who Wants It? (Market & Audience)

* Who are your dream customers?
* What problem do you solve or what joy do you bring?
* Where do they hang out online? (Social media, forums, events?)

# 3. How Will They Find You? (Marketing & Sales Plan)

* Choose 1–2 main platforms (Instagram, YouTube, TikTok, etc.)
* Will you sell directly (website) or through platforms (Etsy, Patreon)?
* What’s your main way of attracting people? (Content, ads, collaborations, flyers?)

# 4. How Will You Make Money? (Simple Financial Plan)

* What are your main income streams? (Courses, commissions, memberships, merch?)
* What’s your price point? (Make sure it’s sustainable)
* What are your key expenses? (Software, website hosting, materials, etc.)

# 5. What’s Next? (Goals & Action Plan)

* What’s the first step? (Launch website, make a product, post content?)
* Week one goal: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* What’s one thing you can do weekly to grow? (Post content, network, improve skills?)

# 💡 Turn Your Ideas Into a Business Plan with ChatGPT

Once you’ve answered all the questions above, copy and paste this entire prompt into ChatGPT, replacing the sections with your actual answers:

ChatGPT Prompt:  
  
Please help me write a clear and simple business plan using the following answers from my worksheet:  
  
1. What’s Your Thing?  
[Paste your full answer here]  
  
2. Who Wants It?  
[Paste your full answer here]  
  
3. How Will They Find You?  
[Paste your full answer here]  
  
4. How Will You Make Money?  
[Paste your full answer here]  
  
5. What’s Next?  
[Paste your full answer here]  
  
Please format it like a real business plan in a friendly but professional tone, suitable for a creative entrepreneur.