

# Life Coach Business Plan Template

## I. Executive Summary

Mission Statement

Services Offered

Team, Key Roles and Responsibilities

Business Type

## II. Competition and Customer Analysis

Industry Overview

Competitor Analysis

Unique Selling Point

Target Demographic

### III. Marketing and Finances Plan

Marketing Strategy

Sales Strategy

Pricing Strategy

Start-up Budget

Expenses

Revenue Streams

### IV. Management and Growth Plan

Management Team

Sustainability and Growth Plan

Milestones