

# PLAN YOUR OWN BUSINESS!

CLEARVIEW

*We learned how Kane turned his love of drawing and art into a successful business — and you can too! The first step is having a plan so that you know how to create, maintain, and grow your business so that you can create, earn, save, and invest, all while doing something you love!*

## IDEA

*What is your BIG PICTURE idea? Is it a product or service? How will your business stand out from the competition? Why will people want to buy from you?*

## MY BUSINESS NAME

## LOGO

*A logo is a picture or graphic that represents your business. What would your business' logo look like?*

## PRICING

*How much will you charge for your goods or services?  
What amount of your profits will you reinvest into your business?*

## PROFITS

**Profit = Income - Expenses**

*How much do you expect to make on each sale?*

## MARKETING

*How will you get the word out about your business? Online, posters, email, word of mouth?  
Where will you sell your products/services?*