

Online Business LAUNCH MAP™

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Name: _____ Date: _____

Goal: _____

CERTIFIED PARTNERS

PROJECTION Bulletproof Business Plan | Metrics Matrix

"To reach my goal of \$ _____ in monthly sales by _____, I will need to acquire _____ clients at a value of \$ _____ each.

To accomplish this, I will need to generate _____ strategy calls and close _____% of them.

This will require spending \$ _____ to generate _____ leads at an average cost of \$ _____ per lead."

KEY METRICS

CPL: _____ VPL: _____
 CPSS: _____ VPSS: _____
 CAC: _____ ACV: _____

PROBLEM Avatar | Currency Calculator

Core Currency: _____

Main Struggles:

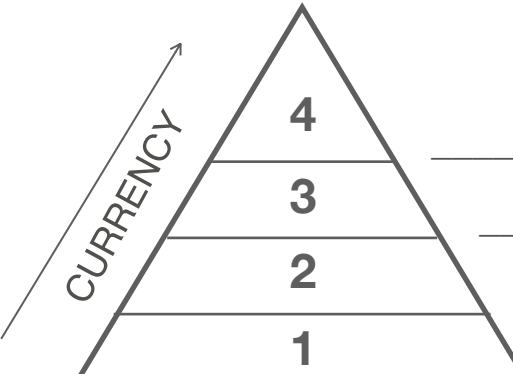
- _____
- _____
- _____

Why This Matters: _____

MDM: _____

PROSPECT Profit Pyramid

Audience Size: _____
 Traffic Source: _____



Accept Reject

- _____
- _____
- _____

PRODUCT Product Ladder | Signature Solution

Model: _____ Pricing: _____
 Title: _____

C	7	8	9
B	6	5	4
A	1	2	3

Stages

A. _____
 B. _____
 C. _____

Steps:

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

