

Consulting Business Plan

This one-page consulting business plan template is designed for first-time consultants and solo service providers. It includes practical prompts to help you define your niche, target market, pricing, marketing strategy, and setup needs. Use it to stay focused, plan your launch, or guide your growth as you start landing clients.

Business Overview

Business Name : _____

Consultant/s : _____

Niche/Specialization : _____

Mission Statement (What problem do you solve, and for whom?):

Target Market

Ideal Client Profile

Industry/Demographics : _____

Key pain points : _____

Where they spend time online/offline : _____

Top Competitors

- _____
- _____
- _____

Your Unique Advantage:

Services Offered

Core Services or Packages:

- _____
- _____
- _____

Optional Add-ons or Custom Work:

- _____
- _____
- _____

Business Model & Pricing

How You'll Charge:

- ☐ Hourly
- ☐ Project-based
- ☐ Retainer
- ☐ Productized service
- ☐ Performance-based

Estimated Price Range per Client : \$_____ to \$_____

Projected Monthly Revenue (first 3 months) : \$_____

Marketing Plan

Lead Generation Channels:

- ☐ LinkedIn
- ☐ Content/SEO
- ☐ Referrals
- ☐ Paid Ads
- ☐ Email Newsletter
- ☐ Other : _____

Lead Magnet (if applicable):

- ☐ Free Consultations
- ☐ Sales Page
- ☐ Email Nurture Sequence
- ☐ Other : _____

Operations & Tools

Business Structure:

- ☐ Sole Proprietorship
- ☐ LLC
- ☐ Corporation

Legal Setup Complete:

- ☐ Business Registration
- ☐ Employer Identification Number (EIN)
- ☐ Contracts
- ☐ Insurance

Tools You'll Use:

Invoicing : _____

Calendar/Scheduling : _____

CRM/Email Tool : _____

Project Management : _____

Financial Projections

Startup Costs : \$ _____

Ongoing Monthly Expenses : \$ _____

Target Monthly Profit (first 6 months) : \$ _____

Break-even Point : By month _____

Notes
