



Dreams to Dollars Business Plan Worksheet

This worksheet is designed to help you think like a professional. Be thoughtful, specific, and realistic in your responses.

Section 1: Professional Vision & Service Niche

1. What is your long-term vision in the industry? (150–300 words)

2. What is your service niche and target clientele? (150–300 words)

Section 2: Pricing Strategy & Average Ticket

3. What is your pricing strategy and why? (150–300 words)

4. What is your average ticket goal per client? (100–250 words)

Section 3: Revenue Projections

5. Weekly revenue goals (75–150 words)

6. Monthly revenue goals (75–150 words)

7. Annual revenue goals (75–150 words)

Section 4: Client Retention & Rebooking

8. How will you retain clients? (150–300 words)

9. What is your rebooking strategy? (100–250 words)

Section 5: Professional Growth

10. Plan for continued education (150–300 words)

11. How will you grow your personal brand? (100–250 words)

Final Reflection

12. Why are you committed to this career? (150–300 words)

A large, empty rectangular box with a thin black border, intended for the student to write their reflection on their career commitment. The box is positioned below the question and occupies a significant portion of the page's width.