

HomemadeCandleCreations.com

Business Action Plan



Goal Setting

DREAM BIG

SET GOALS

TAKE ACTION!

To get a clearer picture of what you want your business to be and where you want it to go, you need a good action plan! This worksheet will help you better define where you are right now, your short term goals and dreams and your long term goals and dreams. Goals help keep us on track so it's good to have them written down so we can refer to them. That doesn't mean they won't change, but we really should try to stick to them unless there is a really good reason to change them (what's the point in having goals if you're constantly changing them?)

Defining your dreams gives you something to look forward to and work toward. Without dreams, this life would be pretty boring! Keep in mind that sometimes as we go along, our dreams may change. Sometimes what we thought we wanted 2 years ago ends up not being so important now. We should have dreams, but be flexible and don't beat yourself up or hold onto a dream just because you had it written down. If it needs to change, then change it!

If you decide this business isn't for you, don't feel like you failed. Everyone is different, but you won't know if you don't try, so don't be afraid to jump in! Don't let the fear of failure stop you! This community is here to help you along the way!

Let's get started!

Since you are here to either start a candle business or grow your current business, this worksheet will be specific to candle makers.

First things first, let's answer a few questions....

1. How long have you been making candles? _____
2. Do you have a good formula down and have you had friends and family test them for you with satisfactory results? _____

If you answered no to the second question, be sure to work on that before opening for business to the public! You want to make sure your candles burn properly, safely and smell great! You don't want to sell unsafe or mediocre candles.

Ok, so you've already done some extensive testing of your candles and friends and family love them. Let's make a plan for your business!

Where are you at right now?

Do you have liability insurance? If no, make a goal to call around and get some quotes. Right now, write down when you are going to call a few companies and then jot down the companies and the quotes they give so you can refer back to them here when you are ready to purchase insurance.

What supplies do you have on hand?

What supplies do you need to purchase?

What size and fragrance of candles do you plan to sell? Figure and write down the price of each here using the cost of materials list and pricing formula (including your estimated labor) (This does not have to be set in stone of course, just get it down on paper now so you have something to look at)

Write down what you want your “style” or “look” to be (what style of containers, labels, and maybe even colors for your business). If you aren’t sure yet, write down a few ideas. Here are some ideas to get you thinking: Country/Rustic, Clean and Elegant, Simple (maybe colorless ie. creamy white for soy candles), Bold and Colorful, etc.....

Do you have a website or social media page? If No, give a tentative goal date when you will set up at least a social media business page. I suggest setting up a Facebook business page first.

What's stopping you right now from making your business a reality? What's holding you back and how can you overcome these obstacles?

What are 3 things you MUST do to make your dream a reality? What actions do you need to take? What sacrifices will you need to make? Be completely honest with yourself and realistic about this!

- 1.
- 2.
- 3.

If you are married or in a relationship, what are 3 things your partner may need to do or sacrifice to make this dream come true? Be sure to discuss this with them so you are both on the same page.

- 1.
- 2.
- 3.

What are 3 things you can do together?

- 1.
- 2.
- 3.

Long Term Goals

What do you want your life and business to look like in 5 years? Also list a goal income you would like to be making from your business in 5 years

Partner 1:

Partner 2 (if married, in a relationship or partnership):

Together:

What are 3 things you must do to make this happen?

1.

2.

3.

Short Term Goals

Where do you want to be 1 year from now? Also list a goal income you would like to be making in a year

Partner 1:

Partner 2 (if married, in a relationship or partnership):

What are the things you **MUST** do right now (in the next month) to jump start your goals & dreams?

What are 3 actions you can take each day to make your goals and dreams happen?

1.

2.

3.

What action are you going to take today, no matter how small, to get things going NOW?

What ACTION are you going to do tomorrow, no matter how small, to keep the momentum going?

What will you accomplish by the end of this week to make your dreams a reality?

What is the first milestone you need to hit so you can measure progress you are making toward your goals? When should that milestone happen?

Congratulations on finishing your action plan! Be sure to go back to the [Action Plan forum](https://members.homemadecandlecreations.com) at members.homemadecandlecreations.com and share your goals so we can help you work toward achieving them and cheer you on!

You CAN make this happen! I know it may seem daunting in some ways now, but I am positive if this is something you truly want to do and if you work at it, keep learning and growing, you will be able to have a successful business. A successful business doesn't always mean you are making a full time income. Maybe you just want to make a good side income, or part time income and that is totally fine! Don't compare your business to others in this niche.

Your business is unique to you!

So be sure to participate in the private forums and Facebook group, work toward your goals consistently and don't be afraid to ask questions!

I'm looking forward to hearing about your successes!

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