BREATH AWAKENS · FROM THOUGHT TO FORM

The Complete Business Plan.

Your examined idea, built into a whole, buildable plan.

Eight sections, one breath. Built across the four weeks and completed in the ninety days. The coherent asset your venture stands on.

HOW TO USE THIS PLAN

One Idea, Built Into One Plan.

This is the full business plan for your venture, in eight sections that follow the breath: Identify, Accept, Embrace, Let Go, and then begin again. You build it on the idea you made clear, not ahead of it. Draft it across the four weeks, and complete it through the first ninety days. Write from I, specific over impressive. When it is done, you hold a plan a bank, a partner, or your own future self could read and understand.

> THE SPIRIT OF THIS PLAN
>
> *The aim of this work is that you thrive, not strive and not merely survive. Clarity is what makes thriving possible: when the idea is truly clear, the building stops being a struggle and becomes an unfolding.*

SECTION 1 · IDENTIFY, THE INHALE

Your WHY and Who You Are.

Why this exists, and what you bring to it. Draw on The Idea, Made Clear.

Your WHY statement, in one sentence.

Your origin story: the road that led you here.

Your position on the hero's journey right now (called, crossing, tested, returning).

What problem you actually solve, in the world's terms.

Your credentials

Professional history.

Lived experience that qualifies you.

Formal education and training.

Your unfair advantage, the thing only you bring.

Your mission statement, in one line.

SECTION 2 · THE FIELD

Your Board of Directors and Sphere.

The people who carry the idea with you. Complete this fully in Your Sphere of Influence, and summarize here.

Name a real person for each of the five Board roles.

Board role	Your person
The Mirror	
The Challenger	
The Anchor	
The Believer	
The Builder	

Your Dunbar 150, in brief

Inner circle (5), close sphere (15), active sphere (50), full field (150): note where your champions and first users sit.

SECTION 3 · ACCEPT, THE PAUSE

Your Offerings and Your Market.

Let the offering be exactly what it is, for exactly whom it serves.

Offering 1, primary, in one sentence.

Offerings 2 to 4.

Offering 5, the gateway, the easy first step in.

A scholarship or pro bono path.

Who you serve

Your primary participant, described precisely as one person.

Who is not a good fit.

Your market position and price rationale.

Your nearest competitors, and how you differ.

SECTION 4 · EMBRACE, THE DESCENT

How You Reach People.

The way the offering meets the world.

Your one primary platform.

Your content strategy, in plain terms.

Your weekly outreach practice.

Your website, three priority additions.

SECTION 5 · THE NUMBERS

What It Takes and What It Makes.

Honest figures, held without fear. Draw on your operations and your floor.

The number	Your figure
Year 1 revenue, conservative	
Year 1 revenue, moderate	
Monthly operating costs	
Your personal financial floor	
Break-even timeline	

Month 1 to 3 revenue forecast, in brief.

SECTION 6 · OPERATIONS

How the Business Runs, Day to Day.

Legal structure.

Banking and financial accounts.

Contracts and agreements you need.

Delivery systems, how the offering is actually delivered.

Administrative capacity, what you carry and what you delegate.

Insurance and liability.

SECTION 7 · LET GO, THE EXHALE

The First 90 Days.

Release the plan into motion. Three months, mapped to the first three pillars.

Month 1, Identify: the foundation you put in place.

Month 2, Accept: how you meet the market.

Month 3, Embrace: how you reach further.

SECTION 8 · BEGIN AGAIN

The Goal Sharing Exercise.

Three goals, from I, present tense, achievable in a year. This is where the next breath begins.

Personal goal.

Professional goal.

Community goal, what you give to the field.

COMPLETION

How You Know the Plan Is Whole.

- ☐ My WHY is written and true
- ☐ My Board and sphere are named
- ☐ My offerings and market are defined
- ☐ My reach and numbers are honest
- ☐ My operations are mapped
- ☐ My first 90 days are laid
- ☐ My Goal Sharing is written

A whole plan, built on a clear idea. Now you build the form.