

PURPOSEFUL DREAMERS *Business Plan*

by Giada Crepaldi

March 2023



Table of Contents

...the path to your

DREAM LIFE...



| | |
|---------------------------------------|----------|
| <u>I. Mission, Vision & Goals</u> | <u>1</u> |
| <u>II. Market Analysis</u> | <u>2</u> |
| <u>III. The structure</u> | <u>3</u> |
| <u>IV. Business Description</u> | <u>4</u> |
| <u>V. Blog Posts List</u> | <u>5</u> |
| <u>VI. Pinterest Inspiration</u> | <u>6</u> |
| <u>VII. Instagram inspiration</u> | <u>7</u> |
| <u>VIII. Future Milestones</u> | <u>8</u> |

**...IT ALL STARTS
WITH A PLAN...**

"Failing to plan is planning to fail."

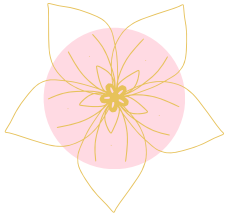
-Benjamin Franklin

PD | Introduction

© purposefuldreamers.com

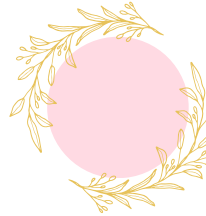
Mission, Vision & Goals

WHY? HOW? WHAT?



MISSION

To help young adults become their best version of themselves and live their dream life.



VISION

To be the top-leader in the personal development world and create long-lasting impact in people's lives.

The Project

Purposeful Dreamers is a resource of helpful and inspiring insights/lessons for people that want to change their lives but don't know how or where to start.

The Dreamer

Giada Crepaldi is the author, owner and designer of the blog Purposeful Dreamers.

Inspiration/ Competitors

- Cathring Manning (ex The Content Bug)
- Hannah Ashton (Dream Daily)
- Mel Robbins
- Matt D'Avella
- Gathering Dreams
- Cappuccino & Fashion
- Mia Brox
- Andrea Giuliadori (Efficacemente)

Short-term goals

1. Collect 300 emails through my freebie
2. Publish 5 viral Pins
3. Have 4.000 unique visitors

Medium-term goals

1. Earn EUR 500 per month
2. Have 1.000 subscribers to my newsletter
3. Collaborate on someone else's blog/Guest

Long-term goals

1. Earn EUR 1.000,00 per month
2. Have 3.000 subscribers to my newsletter
3. Expand my platforms

Market *Analysis*


YOUR BUYER PERSONA & HIS/HER STORY

What's her story?

Rosalie Hamilton feels **stuck**. She knows she wants to **change**, but she doesn't know how and where to start. She feels **confused** about herself, about her life, about everything. How can she make sure to live a life that's in **alignment** with her **true self** when she doesn't know who she is in the first place? How can she **create** herself, rather than magically find herself? Nobody ever taught her how to discover who she is and what she wants, just because they've considered society's standards as the new "normal". Rosalie wants to change so much, but she knows that in order to change her life, the change has to start within her. She is **creative, determined, responsible, driven, and ambitious**. She has the project of starting an online business because she wants to live a **life of freedom and joy**. She wants to live a life that's in alignment with her **passions**.

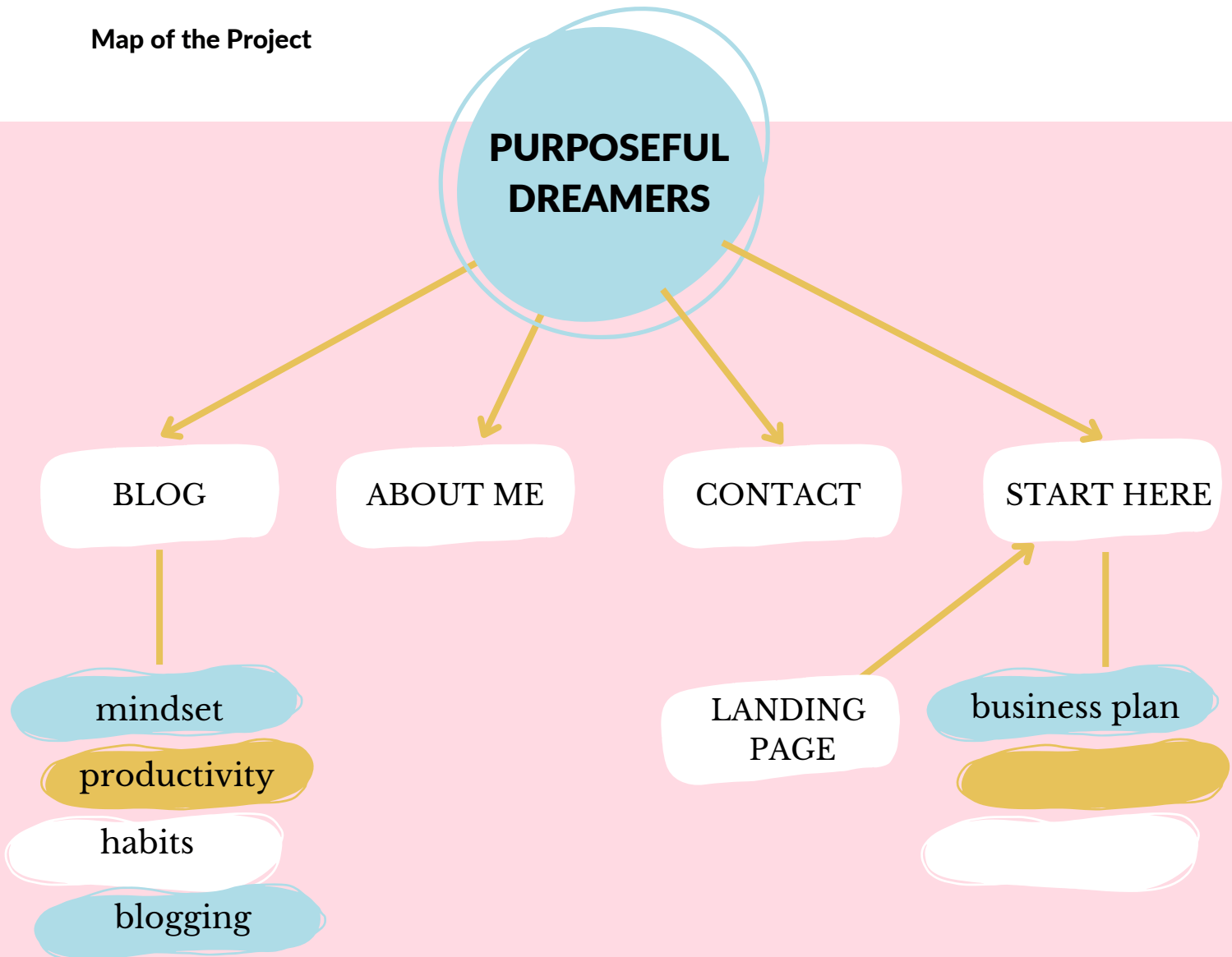
She wants to live a life she loves, and love the life she lives.

Buyer Persona

| | | |
|---|---|--|
|  | <p>Goals</p> <ul style="list-style-type: none">• start her online business• develop healthy habits• discover herself | <p>Challenges</p> <ul style="list-style-type: none">• confusion about herself• fear• procrastination/lack of commitment |
| <p>Rosalie Hamilton 21 years old University Student London</p> | <p>Likes</p> <ul style="list-style-type: none">• traveling• reading• writing | <p>Dislikes</p> <ul style="list-style-type: none">• society's prejudices• close minded people• disorganization |
| <p>Trisca is driven and focused on achieving her goals and making a change in herself, in her life and - ultimately - in the world.</p> | <p>Personality</p> <ul style="list-style-type: none">• driven• creative• ambitious | <p>Benefits she's looking to obtain</p> <ul style="list-style-type: none">• clarity about herself and her path• mindset shift for confidence• simple steps/strategies to be more consistent |

The Structure

Map of the Project



Before the launch:

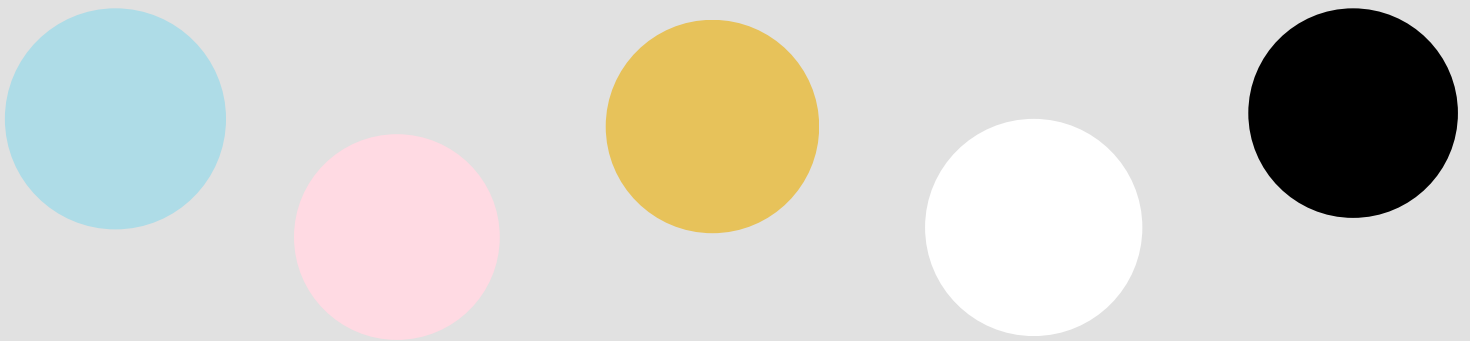
- How many posts per category? 3
- Which social platforms to use? Pinterest & TikTok
- How many Pins per post? 5- 10
- How many TikToks per post? 2 or 3
- How many posts? 1x week

Business *Description*

BLOG BANNER, LOGO & COLOR PALETTE



Color Palette



Blog posts *List*

3 POSTS PER CATEGORY

1

Mindset

- Mindset 1
 - Mindset 2
 - Mindset 3
-

2

Productivity

- Productivity 1
 - Productivity 2
 - Productivity3
-

3

Habits

- Habits 1
 - Habits 2
 - Habits 3
-

4

Blogging Journey

- Blogging 1
- Blogging 2
- Blogging 3

Inspiration for your *PINTEREST*



Inspiration for your *INSTAGRAM*



***I AM CAPABLE OF
ACHIEVING
ANYTHING I PUT
MY MIND TO.***

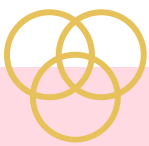


**Your life
is as good
as your
mindset**



Future Plans & Milestones

THINK BIG!



In 1 year...

Earn EUR 1.000 (+) monthly, becoming a full-time blogger & content creator



In 3 years...

Traveling all around the world, with my blog guaranteeing a living



In 5 years...

Being a guest-speaker at a TedTalk



In 10 years...

Be a writer, YAY! Having published my first book (best-seller)



Your DREAM LIFE...

Waking up in the morning, and this is the view. Blogging helped me achieve that financial and mental freedom I have always dreamed of. I can work from anywhere in the world, which means that I can travel wherever and whenever.

I am earning money while I sleep, or I spend time with my loved one(s), or even when I am tanning at the beach.

The best thing about this? I am helping people, by inspiring them to reach their full potential and becoming the best version of themselves in order to create and live their DREAM LIFE. And while teaching and inspiring others, I helped myself achieve that too.

MEET THE AUTHOR

Giada Crepaldi



Hello Dreamer,

I am so grateful you're here!
This planning worksheet was just the first step towards creating **YOUR DREAM LIFE!**
If you're here, it means that:

- **YOU** are over your bullsh*t and excuses
- **YOU** want to change your life
- **YOU** are ready to do what it takes to let the change happen!

If you haven't already, please give yourself a pat on the back and tell yourself

"I'M PROUD OF YOU"

because I really am, and so should you.

Ready to take it to the next level?

Here's how I can help:

Shift your perspective & change your mindset for success

Adopt habits and routines that will transform you in your best self

Learn how to make time for what really matters

FINALLY take the leap to create your online business!

CREATE YOUR



**Purposeful
Dreamers**



DREAM LIFE

