Eminent

WE KEEP YOU CURRENT®

Nurse Entrepreneur BUSINESS PLAN *Starter Workbook*

A practical guide to planning, launching, and growing your nursing business.



Prepared by
Shawntay Harris, DNP, MBA, MHA, RN,
NEA-BC, NE-BC, TCRN, CPEN, CEN, CFRN, CTRN, CENP, FAEN, FAAN

COPYRIGHT & USE

© 2026 Shawntay Harris. All rights reserved.

Published by Eminent Healthcare Resources Consultants.

This workbook is provided as an educational resource for individual planning and professional development. You may download, print, and complete a copy for your own personal or internal business-planning use.

Except as permitted by applicable law, no part of this publication may be reproduced, distributed, sold, modified for redistribution, or incorporated into another commercial product without prior written permission from the copyright owner.

Disclaimer

This workbook offers general educational information, not legal, accounting, tax, financial, or regulatory advice. Requirements vary by jurisdiction and business model. Consult qualified professionals before making decisions that affect your business.

Brand note

Eminent and WE KEEP YOU CURRENT® are presented as brand identifiers. All third-party names, if mentioned, remain the property of their respective owners.

eminenthealthcareresources.com

HOW TO USE THIS WORKBOOK

Work through the sections in order. Use evidence rather than guesses wherever possible. The tables are intentionally blank for your own business assumptions. Revisit the plan every 90 days.

Business name: _____

Prepared by: _____ Date: _____

Planning horizon: _____ Next review: _____

Educational planning resource only; consult qualified legal, accounting, and regulatory professionals for advice specific to your business.

01 / Business concept & one-page model

Describe the business before investing in a name, logo, or office.

What specific problem will the business solve?

_____

_____

Who has that problem, and who pays for the solution?

_____

_____

What will you sell and how will you deliver it?

_____

_____

Why are you qualified, and why should customers choose you?

_____

_____

One-page business model

Element	Your answer
Primary customer	
Problem / unmet need	
Offer / deliverable	
Pricing / revenue source	
Main acquisition channel	
Key resources / partners	
Primary costs	
Success metric	

02 / Customer & competitor research

Distinguish people who could benefit from your service from people who can and will purchase it.

Customer segment	Problem / need	Buyer / decision-maker	Evidence of demand

Customer discovery interviews

Speak with at least five potential buyers. Record what they currently do, what frustrates them, and whether they would pay for a solution.

Interview / date	What you learned	Evidence / next step

Competitive landscape

Alternative / competitor	Price / model	Strength	Your distinction

03 / Offer, pricing & unit economics

Define one initial offer clearly. Do not use gross revenue as a substitute for profit.

Offer	Unit price	Variable cost per sale	Contribution per sale

Contribution per sale = selling price − variable cost per sale. Include payment fees, materials, contract labor, and other costs that change with each sale.

Pricing assumptions

How did you validate the price?

_____

_____

How many sales can you realistically deliver each month?

_____

_____

What is the cost of your time and what compensation do you need?

_____

_____

Break-even calculation

Input	Amount
Monthly fixed operating costs	$
Price per sale	$
Variable cost per sale	$
Contribution per sale (price − variable cost)	$
Break-even sales (fixed costs ÷ contribution; round up)	

Illustration only: $1,500 monthly fixed costs ÷ ($150 price − $30 variable cost) = 12.5, or 13 sales to break even on those costs.

04 / Startup cost & funding worksheet

Separate launch essentials from later growth investments. Include working capital, not just purchases.

Startup item	Essential now?	One-time cost	Monthly cost
Registration / professional advice			
Licenses / permits / insurance			
Website / domain / hosting			
Scheduling / payment tools			
Equipment / materials			
Marketing / launch			
Working capital reserve			
Other			
TOTAL			

Funding plan

Funding source	Amount	Conditions / repayment
Owner funds		
Loan / financing		
Other		

Available launch funds: $_____ Funding gap: $_____

Spending decision

Which costs can wait until demand, financial capacity, and operational readiness justify them?

_____

_____

_____

05 / 12-month financial forecast

Enter monthly sales assumptions, not wishful annual targets. Prepare conservative, expected, and optimistic scenarios.

Monthly forecast	Months 1–3	Months 4–6	Months 7–9	Months 10–12
Units sold / month				
Average price				
Revenue / month				
Variable costs / month				
Fixed costs / month				
Operating result / month				

Cash flow check

Question	Your estimate
Starting cash balance	$
Cash collected this month	$
Cash paid this month	$
Ending cash balance	$
Minimum reserve target	$

Ending cash = starting cash + cash collected − cash paid. Cash collections and payments may occur in different months than sales and expenses.

Scenario stress test

Scenario	Sales assumption	Main risk / action
Conservative		
Expected		
Optimistic		

06 / Operations & quality plan

Map the customer journey so the service can be delivered consistently, even as volume grows.

Stage	Process / tool	Owner	Quality checkpoint
Discovery / inquiry			
Booking / contract			
Payment / confirmation			
Service delivery			
Follow-up / feedback			
Records / privacy			

Capacity planning

Maximum customers / month: _____ Hours required per customer: _____

What breaks if demand doubles?

_____

_____

_____

Regulatory & risk review

Area to verify	Responsible person	Status / next action
Licensure / scope / permits		
Privacy / security		
Insurance / contracts		
Taxes / bookkeeping		
Accessibility / quality		

07 / Marketing & conversion plan

Choose channels based on where paying customers make decisions, not where posts receive the most likes.

Channel	Target buyer	Message / offer	Success metric
Website / search			
Professional referrals			
LinkedIn / Facebook			
Email / partnerships			

Simple conversion funnel

Metric	Monthly target	Actual
Qualified inquiries		
Consultations / calls		
Purchases / contracts		
Revenue from new customers		
Repeat / referred customers		

Conversion rate = purchases ÷ qualified inquiries × 100%. Define a qualified inquiry consistently.

Core message

We help _____ solve _____ through _____, so they can _____.

_____

_____

08 / 90-day action plan

Focus on evidence, a working offer, and repeatable operations before expensive expansion.

Timing	Priority deliverable	Owner	Due date / status
Days 1–30	Interview buyers; define offer; research competitors		
Days 1–30	List startup costs and compliance needs		
Days 31–60	Test pricing and delivery workflow		
Days 31–60	Build cash flow and break-even forecast		
Days 61–90	Launch focused marketing and track leads		
Days 61–90	Review results and revise the plan		

Three measurable goals

1. Goal: _____ Metric: _____ Deadline: _____
2. Goal: _____ Metric: _____ Deadline: _____
3. Goal: _____ Metric: _____ Deadline: _____

Executive summary — write this last

Business, target customer, and problem solved:

_____

_____

Offer, competitive advantage, and revenue model:

_____

_____

Startup funding, financial outlook, and 90-day milestones:

_____

_____

Next plan review date: _____