



The One Page Business Plan

Basics

What are you selling?

Who is your customer? Who will buy it?

How will your business idea change lives? How will you help people?

Getting Paid

What will you charge?

What does it cost you to bring this product or service to market?

How will you get paid? (How many products or service must you sell to how many people in order to make your desired income?)

Marketing/ Getting Word Out

How will customers learn about your business?

How can you get people talking about you?

What will make someone refer a friend or colleague to you?

Celebrate!

It is important to know what success will look like so you can celebrate it!

The business will be successful when it has the following:

Number of customers *or* Annual net income (*or other metric*)

Obstacles and Opportunities

What problem or concern do you have right now about your business?

What are your proposed solutions to this problem or concern? (answer for as many problems or concerns as you can document)

What resources do you have right now that can help you get this product or service to market faster with greater profitability?