

ONE-PAGE BUSINESS PLAN

FOR NEW FOUNDERS, ENTREPRENEURS, AND CREATIVES

The One Page Business Plan is an ideal starting point! When you're bubbling with excitement and ideas for your business, the urge to jump into action is strong. While taking action is crucial and might bring some early wins, without a clear plan, your business idea can quickly feel overwhelming. It's easy to lose sight of your big vision, forecast revenue, or even maintain growth.

This focused framework offers more than clarity and confidence; it's a lifeline for building a sustainable business. It's your chance, as a new business owner, founder, entrepreneur, solopreneur, or creative, to air out your thoughts, avoid potential hurdles, and prepare for launch from the get-go.

Before you dive in, take a moment to envision what lies ahead. Picture yourself building or fine-tuning your sustainable business. Now imagine the lifestyle, freedom, and impact you seek. What does your ideal day look like? What legacy do you want to leave? How does your environment support your aspirations? These questions matter for success of your business.

To manifest this vision, thoughtful planning is key. The one page business plan is not a replacement for a detailed marketing plan, however, this foundational document can be used and expanded within your greater plan. On the next page you will find a template to create your one-page business plan. [Click here for a completed example](#) to get your juices flowing.

So, are you ready to begin? I recommend setting a dedicated time on your calendar, and prepare yourself mentally to proceed with intention. The objective is to craft an initial plan that aligns with your aspirations and mission – remember, aiming for the illusive perfection isn't the goal.

Avoid falling into the trap of constant refinement or endlessly working on your business plan. Instead, utilize this guide as a springboard to kickstart your journey towards making a positive, and lasting impact on those you serve!

YOUR ONE-PAGER BUSINESS PLAN

Business Name: _____

Target Client:

Client Problem(s):

Solution(s) Needed:

What's Needed?:

How To Solve?:

Your Niche Statement:

Your Unique Advantage:

Why Do You Care?:

Finding + Attracting Clients	Income Streams + Pricing
Where:	Gateway:
How:	Core Product:
Lead Magnet:	Profit X:

GOALS

Immediate:

Short Term:

Long Term:

ACTION PLAN Commit to complete 3-5 things over the next 30, 60, 90 days to make progress towards your business goals.

YOU DID IT!

YOUR ONE-PAGE BUSINESS PLAN IS NOW COMPLETE. THIS DOCUMENT SERVES AS THE FOUNDATION TO PROPEL YOU FORWARD WITH INCREASED CONFIDENCE AND CLARITY.

AS YOUR BUSINESS GROWS, THERE WILL COME A TIME WHEN YOU'LL REQUIRE A MORE COMPREHENSIVE PLAN DETAILING YOUR MARKETING, OPERATIONS, AND FINANCIAL STRATEGIES. TO FURTHER DEVELOP THIS DOCUMENT, [CLICK HERE FOR AN ATTACHED GUIDE](#) OR SCHEDULE A CONSULTATION WITH ME. I'M HERE TO HELP YOU ADVANCE AND ENHANCE YOUR PLAN.

Schedule a call

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