

# The One-Page Business Plan



When I first considered setting out on my entrepreneurial path, I was obsessed with creating a perfect business plan. I bought business planning software. I conducted hours of research. I spent hours ripping my hair out over spreadsheets and hypothetical sales figures. I thought I had to do this if my business was going to be successful. I was wrong. And, as a result of the experience I freaking HATE business plans. Then, it dawned on me. Why not just create a business plan that works for ME?!?! So that is what I did. I grabbed a notebook and pen and answered the following questions as completely as I possibly could.

- ✦ What do I want to achieve with my business?
- ✦ What is the purpose of my business?
- ✦ What products/services do I offer?
- ✦ How many incomes streams do my product and services generate?
- ✦ How much revenue could these income streams generate?
- ✦ How else can I generate revenue?
- ✦ How can I build upon these products/services to create additional products/services?
- ✦ How will I grow my business?
- ✦ Who does my business serve?
- ✦ Who is the perfect customer for my product/service?
- ✦ What needs do my products/services meet for my perfect customer?
- ✦ How do I solve my customer's problems?
- ✦ How many potential customers do I have?
- ✦ How will I reach my potential customers?
- ✦ What methods will I use to promote my product/service?
- ✦ What do I need to create, deliver, and promote my product or service?
- ✦ How can I test the market before I invest in developing systems?
- ✦ How much will it cost to create, deliver, and promote my product/ service?
- ✦ How will I execute the creation, delivery, and promotion of my product/service?
- ✦ Who is going to do what?
- ✦ What unexpected events could derail the creation, delivery, and promotion of my product/service?
- ✦ What are the first 5 steps I must take right now to set this plan in motion?

If you can get the answers to these questions in writing, you've got yourself a very workable business plan.