

The One-Page Business Plan



- What do I want to achieve with my business?
- What is the purpose of my business?
- How much money will I need to get my business started (every single expense)?
- How much money will I need to keep my business afloat each month (including taxes, insurance, etc.)?
- What products/services do I offer?
- How many incomes streams can I build around my products and services?
- 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 is the perfect customer for my product/service?
- What needs do my products/services meet for my perfect customer?
- Who else serves my customers as direct competition or non-competitively?
- How do I solve my customer's problems?
- How do I serve my customers differently than my direct competitors?
- 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 further 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 (consider outsourcing)?
- 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?