THE ONE-PAGE BUSINESS PLAN

1. What do I want to achieve with my business?
2. What is the purpose of my business?
3. Where will my business live online (domain? Keywords?)?
4. How much money will I need to get my business started (every single expense)?
5. How much money will I need to keep my business afloat each month (including taxes, insurance, etc.)?
6. How much money must I earn to breakeven (earn the same about you spend)?
7. How much margin must I have to earn a profit (how much over expense must you charge to be profitable)?
8. What products/services do I offer?
9. How many incomes streams can I build around my products and services?
10. How much revenue could these income streams generate?
11. How else can I generate revenue?
12. How can I build upon these products/services to create additional products/services?
13. How will I grow my business (organically, through partnerships, by selling the model)?
14. Who is the perfect customer for my product/service?
15. What needs do my products/services meet for my perfect customer?
16. Who else serves my customers as direct competition or non-competitively?
17. How do I solve my customer's problems?
18. How do I serve my customers differently than my direct competitors?
19. How will I position myself differently from my competitors?
20. How many potential customers do I have?
21. How will I reach my potential customers?
22. What methods will I use to promote my product/service?
23. What do I need to create, deliver, and promote my product or service?
24. How can I test the market further before I invest in developing systems?
25. How much will it cost to create, deliver, and promote my product/ service?
26. How will I execute the creation, delivery, and promotion of my product/service?
27. Who is going to do what (consider outsourcing)?
28. What unexpected events could derail the creation, delivery, and promotion of my product/service?
29. What are the first 5 steps I must take right now to set this plan in motion?