

The One Page Business Plan

Answer each question with one or two short sentences.

Overview

- What will you sell?
- Who will buy it?
- How will your business idea help people?

Ka-ching!

- What will you charge?
- How will you get paid?
- How else will you make money from this project?

Hustling

How will customers learn about your business? How can you encourage referrals?

Success

This project will be successful when it achieves these metrics:

- Number of customers..... _____
- Annual net income..... _____
- Other metric..... _____

Your Obstacles/Challenges/Open Questions:

What is holding you back? What are your fears and concerns? Then write down how you will overcome or address those issues.

Specific concern or question: _____

Proposed solution to concern: _____

Specific concern or question: _____

Proposed solution to concern: _____

Specific concern or question: _____

Proposed solution to concern: _____

Deadline:

I will launch this project into the world no later than: ___ _____