



# BUSINESS PLAN ON A PAGE

Designed For:

Designed By:

Date:

Version:



## 1. The Customer

Who is your customer? Where are they now and where do they want to be?



## 3. The Impact

What impact does this pain have on your customer? How does it make them feel?



## 5. The Numbers

What products will I sell to provide a solution, at what price? How much will they cost to provide?



## 7. Your Vision

What would the BEST version of success be for your business?



## 9. Points of Difference

How do you help solve your customers problem DIFFERENTLY to your competitors?



## 2. The Problem

What daily pain does the customer feel that your business can help to solve?



## 4. The Solution

How do you help solve your customers problem?



## 6. Your Purpose

How will this business make a difference? Why does it matter to you?



## 8. Your Values

What does your business stand for? What does it stand against?



## 10. Channels

How will I create awareness for my business? Where will I find my customers?



## 11. Community

Once people find our business, how do I invite them to take the next step and become a part of the community? How do you nurture that community?



## 12. Sales System

How do I convert community members to customers? How do I encourage referrals and repeat customers?