



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?