

# ONE PAGE BUSINESS PLAN

## COMPANY PURPOSE:

WHAT DO YOU (WILL YOU) SELL?

---

---

WHO DO YOU SELL TO? (IDEAL CLIENT DESCRIPTION)

---

---

WHAT CLIENT PROBLEM DO YOU SOLVE?

---

---

---

## MONEY

WHAT DO YOU (WILL YOU) CHARGE?

---

---

---

HOW OFTEN DO YOU BILL? (MONTHLY, PROJECT, POS)

WHAT IS YOUR BREAK-EVEN POINT FOR THE MONTH?

---

---

## WHY

WHAT SATISFACTION DO YOU RECEIVE FROM WORK?

---

---

## MARKETING

HOW WILL CUSTOMERS FIND YOU / LEARN ABOUT YOU?

---

---

HOW WILL EXISTING CUSTOMERS HELP MARKET YOU?

---

---

WHAT MAKES YOU DIFFERENT?

---

---

---

## SUCCESS

WHAT DOES SUCCESS MEAN TO YOU IN THIS BUSINESS?

---

---

---

NUMBER OF CUSTOMERS? :

ANNUAL NET INCOME? :

OTHER?

---

---

## CHALLENGES

BE SPECIFIC

---

---