One Page Business Plan Guide

Here are some ideas to think about as you complete your One-Page Business Plan:

- **Vision, Mission** - This is what you ultimately want to achieve through your through your work – why you want to do what you are doing.

- **Business Goals** – You can create a goal worksheet that includes all of your business goals (which should be specific and measurable).

- **Business Strategies / Objectives –** These are your general plans for actually reaching your goals. For example, if a goal is to have 10 new clients by the end of your first month, one strategy might be plan to network in communities where those prospective clients are so that you can meet them.

- **Total Yearly Budget –** Running a business will have costs, no matter what kind of business you will create. Figure out what you can realistically spend through a total budget (you may also want to include a percentage of any amounts that you will save or plan to re-invest in to grow your business).

- **Income Projection & Explanation –** You should estimate your income for your first year, and explain how you got to that estimate. Then at the end of the year, you can evaluate your actual income versus your estimate and see where you stand, adjusting estimates each year (or even sooner if you realize the estimate was unrealistic). Be careful not to overestimate your income projections.

- **Cost Projection & Explanation –** You will also want to estimate your expenses (yearly or monthly). It's important that you consider everything you will need, and not underestimate your costs. Include everything from your domain registration costs to advertising costs to office supplies. (You'll detail them in a later section).

- **Income Streams –** What are all of your starting or existing income streams? For example, if you offer different products or services, you can list them separately and explain what percentage you think each will bring to your total revenue.

- **Future Income Streams** – What other future income streams do you plan to, or would you like to, add? This might include future products or services, or a new niche you'd like to launch, etc.

- **Expenses** – You want to know all of the expenses you can imagine that you will incur.