



# One Page Business Plan Template

Company Name: _____
Address: _____
Website Address: _____
Last Edited: _____

Mission: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Business Goals:  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_  
 6. \_\_\_\_\_

Business Strategies / Objectives:  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_  
 6. \_\_\_\_\_

Total Yearly Budget: \_\_\_\_\_

Income Projection & Explanation:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Cost Projection & Explanation:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Income Streams:  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_  
 6. \_\_\_\_\_

Future Income Streams:  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_  
 6. \_\_\_\_\_

Expenses:  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_  
 6. \_\_\_\_\_  
 7. \_\_\_\_\_  
 8. \_\_\_\_\_  
 9. \_\_\_\_\_  
 10. \_\_\_\_\_

\*use the back of this sheet to continue the list

Personal Credentials:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Personal Growth Goals:  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_  
 6. \_\_\_\_\_

## One Page Business Plan Guide

An explanation of the areas in your One Page Business Plan template

### Mission

This is what you ultimately want to achieve through for your business.

### Business Goals

Include all of your business goals (S.M.A.R.T. goals).

### Business Strategies / Objectives

Your action plans for achieving your goals. For example, if a goal is to have 100 new clients by the end of your first year, a strategy might be to network where those prospective clients are to make yourself visible to them.

### Total Yearly Budget

Estimate what you can realistically spend through a total budget (you may also want to include the percentage of any earnings that you plan to re-invest in growth).

### Income Projection & Explanation

Estimate your income for your first year and explain how you got to that estimate. You can evaluate your actual income versus your estimate at the end of the year. Adjustments can be made each year (or even sooner if you realize the estimate was unrealistic).

### Cost Projection & Explanation

Estimate your expenses (yearly or monthly). Consider everything and DO NOT underestimate your costs. Include everything from your domain registration costs, advertising costs to office supplies. (To be detailed in the 'Expenses' section).

### Income Streams

List all of your starting or existing income streams. List each on a separate line.

### Future Income Streams

List all future income streams you plan to, or would like to, add. This might include a new service or a new market you'd like to tap into, etc.

### Expenses

Here's where you'll list **ALL** of the expenses you can reasonably expect to incur.

### Credentials

List all of your current credentials you have related to your specialty area.

### Personal Growth Goals

List all of the actions you can take to build *further* credentials (take a certain course, receive certification in an area of your expertise, get [more] experience in your niche, etc.)