

MY ONE-PAGE BUSINESS PLAN

NAME: _____ BUSINESS: _____ DATE: _____ NEXT REVIEW: _____

THREE-YEAR GOAL

Where do you want the business to be in three years?

PURPOSE

Why does this business exist beyond making money?
I exist to [contribution] so that [impact].

BUSINESS IN ONE SENTENCE

What do you do, who do you do it for, and
what does it help them achieve?

THIS YEAR'S BIG ROCKS

What are the 3 results that would move you closest to your three-year goal this year?

1.

2.

3.

TARGET CUSTOMER

Who are you trying to serve most this year?

Who:

What They Need:

Why They Choose You:

KEY RELATIONSHIPS

Who could help you reach your customer,
strengthen your offer, or grow faster?

1.

2.

3.

HOW WE MAKE MONEY

INCOME STREAM

% OF REVENUE

Best Margin:

Stream We Want to Grow:

BIGGEST OBSTACLE

What is most likely to stop this plan from happening?

What will we do about it?

DECISION FILTER

Before saying yes to something new, ask:

1. Does this move us towards our three-year goal?

2. Does it support one of this year's Big Rocks?

If neither answer is yes, it probably does not belong on the priority list.

NEXT
REVIEW
DATE

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