My One-Page Business Plan

Fill in each box in plain words. Write numbers you can check. Name: _____ Date: _____

1. What I sell *Describe it in one sentence. What do you do, and for whom?*	**2. Who buys** *Who is your first customer? Name a real kind of person or business near you.*
3. The problem I solve *What is hard, slow or annoying for them today?*	**4. My price** *What do you charge, and for what exactly? Hour, job or monthly?*
5. How customers find me *Where will your first 10 customers come from?*	**6. What I need to start** *Tools, software, supplies. List each item and its price.*
7. My monthly costs *Insurance, software, marketing, phone, transport, fees.*	**8. My income goal and break-even** *Monthly costs / profit per customer = customers to break even.*
9. Rules and risks *License, insurance, taxes, contract, anything regulated where you live.*	**10. My first 90 days** *Three dates: first offer sent, first paying customer, first review.*

Example: a filled-in one-page plan

This is a made-up example for teaching. The business, the customers and every number are invented. Use your own prices and costs.

1. What I sell *Describe it in one sentence. What do you do, and for whom?* I help busy families tidy and organize one room or closet at a time, in their home, in a 3-hour session.	**2. Who buys** *Who is your first customer? Name a real kind of person or business near you.* Parents with young children who live within 10 miles of me and have no time to sort their things.
3. The problem I solve *What is hard, slow or annoying for them today?* Rooms fill up, people feel stuck, and hiring a big home-cleaning company does not solve clutter.	**4. My price** *What do you charge, and for what exactly? Hour, job or monthly?* $150 per 3-hour session. A second session in the same month is $130.
5. How customers find me *Where will your first 10 customers come from?* Neighborhood groups, two friends who agreed to refer me, and a flyer at a local school.	**6. What I need to start** *Tools, software, supplies. List each item and its price.* Storage bins and labels about $20 per job (counted in costs below), a phone, a free calendar. No equipment to buy up front.
7. My monthly costs *Insurance, software, marketing, phone, transport, fees.* Fixed: liability insurance $25, software $15, marketing $40, phone and transport $120 = $200 a month.	**8. My income goal and break-even** *Monthly costs / profit per customer = customers to break even.* Profit per session = $150 - $20 supplies = $130. Break-even = $200 / $130 = 1.5, so 2 sessions a month. To also pay myself $1,000 a month: ($200 + $1,000) / $130 = 9.2, so 10 sessions. Taxes come on top, so I set money aside.
9. Rules and risks *License, insurance, taxes, contract, anything regulated where you live.* Check my city's home business license, ask my insurer about liability cover, sign a one-page agreement with each client, keep a separate bank account.	**10. My first 90 days** *Three dates: first offer sent, first paying customer, first review.* Day 7: offer sent to 10 people. Day 30: first paying customer. Day 60: first review. Day 90: review costs, price and hours.