



# Creating a one page business plan

A visual reminder of defined goals and actions that will make you wealthy is imperative. That's why we created this one page strategy to give you a quick boost. The best way to use this exercise is to print off TWO of these so you have a practice sheet to scribble on and a second to use as a final document that will transform itself into a very simple guide to current goals.

- 1) **Who are you?** Tell us what makes you and your service or product special or unique in just one sentence. Make sure that sentence is edited down to everyday language.
  
- 2) **What do you do?** What are you the very best at and we mean REALLY the best at. Extra points it includes your mission statement.
  
- 3) Define who your competition is and **WHY** you are a better fit in three sentences.
  
- 4) Name five different markets your product or service can/is targeting
  - 1
  - 2
  - 3
  - 4
  - 5
  
- 5) What are the five products or services that pay you the most money?
  - 1
  - 2
  - 3
  - 4
  - 5
  
- 6) Define the strategy you are going to use to match high pay and current target markets.
  - 1
  - 2
  - 3
  - 4
  - 5



## Idea Sparkers

The purpose of this sheet is to give your brain a permission slip to dump out any ideas and not worry they are going to the final document. Feel free to scribble ideas, make notes, jot down practice language, sift to a higher level, get to the root of you idea, and edit bigger ideas.

I am the very best at:

My personal mission is:

My product/service is superior to others on the market because:

The markets that benefit the most from my products and services are:

Markets I wish to avoid or leave:

The services that yield me the most profit:

The areas that give me the most personal satisfaction are:

I really never wish to consider myself to be: