

One-Page Business Plan Template

“Plan Smart. Start Fast.”

Your 15-Minute Business Plan on a Single Page

Why a One-Page Business Plan?

Because clarity beats complexity. Most entrepreneurs get stuck in planning mode or skip it altogether. This lean framework forces you to focus on what really matters—without drowning in jargon or spreadsheets.

Use this template to:

- Validate a new business idea
 - Refocus your existing business
 - Prepare for a pivot, pitch, or launch
 - Communicate your plan to others (partners, advisors, lenders)
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One-Page Business Plan Template

1. Business Name & Tagline

What’s your business called, and what’s your short elevator pitch?

- **Name:**
- **Tagline:**

Example: “Thrive Digital – Helping solo professionals attract more clients through automation.”

2. Your “Why” (Mission + Vision)

What change are you trying to create for your customers, your industry, or your life?

I started this business because...

In 3 years, I want this business to...

3. Problem You Solve

What's the painful problem your ideal customer is dealing with?

- **Primary Pain Point:**

Ex: "Busy entrepreneurs don't have time to figure out how to market their business online."

4. Solution You Provide

How do you solve that problem in a way that's simple, clear, and different?

We help [target audience] by providing [service/product] that helps them [desired outcome].

Ex: "We offer done-for-you email sequences that generate leads without overwhelm."

5. Target Customer

Who are you selling to, specifically?

Demographics (age, profession, location):

Psychographics (values, goals, pain points):

Example: "Female coaches, ages 35–50, who want to grow their audience and automate client booking."

6. Revenue Model

How do you make money? What are you selling, and what's the pricing model?

- **Main Offer #1:** [Name, Price, Delivery Method]
 - **Add-On or Upsell:**
 - **Recurring Revenue (if any):**
 - **Projected Monthly Income Goal:** \$_____
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7. Marketing Plan (How You'll Get Customers)

Which 2–3 methods will you focus on first?

- Email Marketing
- Organic Social Media
- Paid Ads (FB/Google)
- Local Networking
- Referrals / Partnerships
- SEO / Website Funnel

_Primary Channel: _____

8. Operations Plan (How You'll Deliver)

What tools, software, or systems will you use?

- CRM / Email Software:
- Scheduling / Communication:
- Delivery Method: (Coaching, digital products, shipping, etc.)

How much time will it take to deliver each sale?

9. Milestones & Timeline

What are your major goals for the next 90 days?

- Launch landing page
 - Get 10 beta users or testimonials
 - Earn first \$1K
 - Set up automations
 - Outsource X task
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10. Support System

Who's helping you stay accountable or grow this business?

- Mentor or coach

- Business community or group
 - Tools or resources
 - Partner / VA / automation
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Final Check-In:

Does this business align with your skills, values, and lifestyle goals?

Are you solving a problem people are willing to pay for?

Do you feel excited (not just obligated) to build it?

If yes—go all in.

If not—adjust until it feels like **your** business.

Delivery Suggestions:

- Format this as a sleek **fillable PDF** or editable **Google Doc**
 - Include a **Canva template version** with a modern layout for download
 - Bundle with a bonus "Example Business Plan" for inspiration
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One-Page Business Plan Example

Business Type: Business Coaching

1. Business Name & Tagline

- **Name:** *Momentum Mastery Coaching*
 - **Tagline:** *Helping overwhelmed solopreneurs scale with strategy, confidence, and systems.*
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2. Your “Why” (Mission + Vision)

I started this business because I saw too many talented entrepreneurs burn out trying to figure everything out on their own. I believe no one should have to grow their business in isolation.

In 3 years, I want this business to support 100+ solopreneurs annually through 1:1 coaching, group programs, and self-paced training—while allowing me to work 20 hours a week and enjoy total location freedom.

3. Problem You Solve

- **Primary Pain Point:**
Most solopreneurs are overwhelmed, directionless, and stuck in survival mode—juggling too many tasks with no clear roadmap to grow.
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4. Solution You Provide

We help solopreneurs simplify their business by creating a step-by-step strategy for growth, clarifying their offer, and installing smart systems to save time and boost revenue.

5. Target Customer

- **Demographics:**
Solopreneurs, ages 35–55, U.S. based, in service industries (coaching, wellness, creative, consulting)
- **Psychographics:**
Driven, tired of DIY burnout, values freedom and simplicity, seeking mentorship to grow without chaos

Example Avatar: A 42-year-old life coach earning \$3K/month who wants to double income without working more hours

6. Revenue Model

- **Main Offer #1:**
90-Day Private Coaching Program — \$2,500
Includes bi-weekly sessions + unlimited Voxer access
- **Add-On or Upsell:**
Website & Funnel Audit + Fix-It Plan — \$497

- **Recurring Revenue:**
Momentum Membership (monthly group coaching) — \$97/mo
 - **Projected Monthly Income Goal:** \$8,000
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7. Marketing Plan (How You'll Get Customers)

- Organic Social Media (Instagram & LinkedIn)
- Referrals / Client Testimonials
- Email List Building with Lead Magnets & Workshops

Primary Channel: LinkedIn Outreach + Weekly Email Newsletter

8. Operations Plan (How You'll Deliver)

- **CRM / Email Software:** ConvertKit
- **Scheduling / Communication:** Calendly + Voxer
- **Delivery Method:** Zoom Coaching Calls, Google Drive Worksheets

Each client requires ~2.5 hours/week for delivery.

9. Milestones & Timeline

- Launch landing page
 - Host free “Simplify & Scale” workshop – Aug 14
 - Enroll 5 coaching clients by Sept 30
 - Set up evergreen lead magnet funnel
 - Hire virtual assistant for onboarding and admin
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10. Support System

- Weekly check-in with business mentor
- Member of local entrepreneur accountability group

- Using ClickUp to manage projects & client workflow
 - Plan to hire part-time VA in Q4
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Final Check-In:

- ✓ This business uses my strengths (strategy, communication, coaching)
- ✓ It aligns with my values (freedom, clarity, impact)
- ✓ It solves a problem people *already know* they need help with
- ✓ I feel energized and focused to grow it this year