



# Profit Yourself Healthy

*Helping Business Owners Earn More and Worry Less*

## Creating a One Page Business Plan:

One of the best ways to get a clear quick vision of your business is to write it down. You can do this simply by looking at the following and writing it down on one or two pages:

1. **Customer Segments:** Who are your mass and niche markets?
2. **Value Proposition:** What are you offering and why are you different?
3. **Channels:** Look at the phases your product goes through. This is everything from awareness and distribution to after-sales service.
4. **Customer Relationships:** How are you building relationships with customers and is it working?
5. **Revenue Streams:** Look at what you are charging and if you could be charging more. How are you receiving your payments and does it contribute enough to overall revenue?
6. **Key Resources:** What resources do you require to function? These can include physical, human, financial and intellectual.
7. **Key Activities:** Ask yourself what activities need to take place in order to deliver on your value proposition?
8. **Key Partnerships:** Write down who your key suppliers and partners are and how they contribute to your overall goals.
9. **Cost Structure:** Look at fixed and variable costs so that you can see what can be improved upon.

There are many different ways to structure a 1 page business plan but the most common/effective sections to include are:

1. **Vision.** Your vision should get you fired up and be short and to the point. Talk briefly about what you are building.
2. **Mission Statement.** Your mission statement will describe what you do, what your product/service is and who your customers are.
3. **Objectives.** Next you can jot down your business goals for the next week, month or year. Try and keep it down to a few bullet points.
4. **Strategies.** Provide some insight into how you plan to achieve your objectives. Again, find the best way to summarise these points using short sentences.
5. **Action Plan.** Explain the steps you will take to action your strategies and remember to add dates to these items to give yourself a deadline. Stick to bullet points in this section too.