
One-Page Business Plan

A one-page plan works better than 30 pages because it forces clarity. You cannot hide from the hard decisions when you only have one page. This is your strategic foundation: clear, focused, and actionable. Update it quarterly as your business grows.

Your Big Idea

What is your core offering?

What do you sell?

Who is it for?

Your ideal customer

Why does it matter to them?

The real benefit, not the feature

Your Ideal Customer

Demographics and details

Age range, location, income level, job or role

What keeps them awake at night?

Their biggest pain points - be specific

Where do they spend their time?

Social platforms, groups, communities, podcasts, blogs

Your Offer

What exactly do you deliver?

Product or service description, format, timeline

How much does it cost?

Pricing approach: hourly, per project, tiered, retainer

What makes you different?

Your unique value - not just 'I care' or 'I am passionate'

How You Will Reach Them

Your main channel

Where will you spend 80% of your marketing energy?

Content strategy

How often do you show up? What will you teach or share?

First 3 marketing actions

Action 1: _____

Action 2: _____

Action 3: _____

Revenue Goal

Use this simple maths:

Monthly revenue goal ÷ **price per sale** = **number of clients you need**

My monthly revenue goal: £

Price per sale: £

Clients needed:

Your plan will change and that is fine.

This is a starting point, not a contract. Review this quarterly and adjust based on what you learn. The best plan is the one you actually follow.