

1-Page Business Plan

Start-up owners: Focus your resources with this high-level summary

Describe your:

Considerations:

Mission

What is your Why?

- Who do you serve?
- How?
- What makes you different?
- What is your highest vision for your business?
- What is your highest vision for yourself

Business Goals

How will you achieve your mission?

- Specific measurable goals, incl. revenue targets
- How will you lead with your strengths?
- How will you reach your dream clients?
- How fast do you plan to grow this year?
- Who can help you (internal & external resources)?

Income Projection

How will you earn money?

- How much revenue do you want to earn?
- How much do you need to charge to get there?
- Will you charge per hour/unit/project/retainer?
- Current income streams (services, products)
- Future income streams (consulting, teaching)

Cost Projection

What expenses will you incur?

- Will you hire staff?
- Do you need to buy raw materials?
- Office supplies
- Web hosting
- Marketing, accounting expertise

Personal Growth

How will you invest in yourself?

- Skills training
- Credentials
- Networking events
- Public speaking opportunities
- Publish your expertise, media coverage

The One Page Business Plan For The Professional Consultant

Rachel S Tattersall



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