

Sample One Page Business Plan for Solo-Entrepreneurs

Mission:

Within the next 12 months, develop a sustainable solo practice that:

- Expresses a viable and unique value proposition
- Serves a defined population
- Earns income as desired
- Matches my skills and abilities

Vision:

Build a well-respected, user-friendly, successful business wherein community and customer needs are met, strategic partners are willing to refer and resources lists are credible

Strategies:

- Create materials that reflect the goals and mission of the business
- Develop a public presence through various media outlets
- Network with logical strategic partners
- Develop and offer 3-5 public speaking topics
- If creating an internet presence:
 - Provide between 10 and 12 substantive free products that reflect the business
 - Develop 3-5 products for sale that stem from the free products

Actions:

- Obtain business licenses, DBA, etc - within 30 days
- Research competitors, colleagues, and strategic partners-ongoing
- Develop value proposition - within 30 days
- Create first adjunct material - within 45 days
- Establish Electronic Magazine for free advertising
- Attend relevant training events - ongoing
- Master public speaking skills - within 90 days
- Hone networking skills - within 45 days
- Set-up spreadsheet of logical partners-within 7 days
- Commence calling and meetings with logical partners - within 60 days
- Assess and then apply relevant time management strategies-within 7-10 days
- Create work plan, office, and infrastructure - ongoing
- Establish measurable outcomes - ongoing
- Interview and hire assistants, coaches, accountants, etc – within 30 days

One page business plans are all anyone really needs to get started. And you can do it yourself. Use this model as your starting point and GET TO WORK!