

Instructions for filling out template

This one-page business template eliminates unnecessary details and instead focus on what you really need to help get your small business up and running. (Note: This is not the same business plan used when apply for a business loan.)

Before you start filling in this template, you first need to spend some time doing in-depth research into your industry and market. Take a look at your competitor to get an idea of how they're running their business and come up with ideas on how to do it better. You might even want to get a copy of their media kit or look at their press release. (Note: Don't copy, steal or shall I say bite, but create your own version.)

VISION:

Your vision should get you fired up and be short and to the point. It should be your goals and inspiration for your company.

MISSION:

Your mission statement should articulate a company's purpose by announcing to the world why your company exists. It should describe what you do, what your product/service are; who your customers are and how will they learn about your business.

OBJECTIVES:

Identify your business goals for the next week, month or year. Try and keep it to a few main bullet points.

STRATEGIES:

Provide insight into how you plan to achieve your objectives. Use the best way to summarize those bullet points.

ACTION PLAN:

Explain the steps you will take to put action to your strategies. Add dates to these attainable actions to give yourself a deadline to actively pursue.

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Vision: Your vision should be short and to the point. Talk briefly about what you are building.

Mission: Your mission statement should articulate your company's purpose by announcing to the world why your company exists. It should describe what you do and what your product/service are.

Objectives: Identify your business goals for the next week, month or year. Try and keep it down to a few main bullet points.

Strategies: Give insight into how you plan to achieve your Objectives. Use the best way to summarize your bullet points.

Action Plan: Explain the steps you will take to highlight your Strategies. Add dates to these attainable action items to give yourself a deadline.
