1. BUSINESS SNAPSHOT

Your business in one sentence:

2. WHO YOU SERVE

Your ideal customer:
Their core problem:
What they value most:

3. WHY IT MATTERS

Why the business exists for you, customers and your community.

4. WHAT YOU SELL & VALUE PROPOSITION

Primary offer:
Secondary offer(s):
Why people choose you instead of other options:

5. VALIDATION SIGNALS

Real conversations you've had:
What people said they'd pay for:

6. MONEY — HOW YOU MAKE IT

Revenue streams:
Pricing approach:
Expected monthly revenue:

7. MONEY — WHAT IT COSTS YOU

Major expenses:
Cash required to operate:
Your break-even point:

8. SYSTEMS & SUPPORT

What keeps your business running:
What breaks if you step away for 2 weeks:

9. 90-DAY PRIORITY

If your business only moved ONE thing forward in the next 90 days, it would be:

10. SUPPORT YOU NEED

Check all that apply:

- Clarity
- Accountability
- Structure
- Leadership
- Market strategy
- Financial clarity

THE BUSINESS YOU MEANT TO BUILD
ONE PAGE BIZ PLAN

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I WILL BE FRANK WITH YOU

