

THE ONE-PAGE PLAN THAT ACTUALLY WORKS

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Ditch the 47-Page Docs for This Proven Framework

Most business plans never get used.

They're too long. Too complex. Or they sit in a drawer collecting dust—never revisited after that initial pitch meeting or bank application.

This simplified planning framework is different. It's built for founders who want clarity, not clutter. With just one page, you can outline your entire business strategy—from vision to growth—without spending weeks buried in a word processor.

Whether you're launching an LLC, forming an S-Corp, or refining a business you've already started, this one-page business plan template will help you get clear, stay focused, and make smarter decisions faster.

What This Plan Covers:

This streamlined template includes everything you need to:

- Define your mission and structure
- Understand your customers
- Identify how you'll make money
- Build a marketing and growth strategy
- Forecast your financial path

Each section is designed to be simple to complete—while still providing the strategic clarity most founders overlook.

Section Breakdown

Executive Summary

- Business name and legal structure (LLC or S-Corp)

- Mission statement and business objectives
- Overview of your products or services
- Market position and key advantage
- Financial summary (revenue goals or funding needs)

Company Description

- Why this business exists
- What problem it solves
- Benefits of the LLC or S-Corp structure
- Leadership and team roles

Market Analysis

- Industry trends and opportunities
- Target audience profile
- Customer needs you solve
- Competitive advantages and gaps
- Market share opportunity

Organization and Management

- Ownership breakdown
- Key team members and responsibilities
- Optional: advisors, mentors, or board members

Products and Services

- Core offerings and features
- Pricing model or revenue streams
- IP (trademarks, patents)
- Plans for future development

Marketing and Sales Strategy

- Go-to-market approach
- Sales pipeline and conversion strategy
- Customer acquisition and retention methods

Financial Projections

- Revenue model overview
- Basic income and cash flow forecast
- Funding needs and use of capital
- Break-even target and assumptions

Growth Strategy

- Expansion plan (products, locations, markets)
- Strategic partnerships or collaborations
- Risk mitigation planning
- Long-term sustainability goals

How to Use This Template:

1. **Download and Fill It In**

Use the prompts to complete each section with clear, direct responses.

2. **Keep It to One Page**

Focus on clarity, not word count. This tool is for decision-making, not for fluff.

3. **Update Quarterly**

Revisit and revise it as your business evolves.

4. **Share With Confidence**

Use it when talking to partners, potential investors, or team members. It's easy to understand and quick to communicate.

A well-used one-page plan can guide a business more effectively than a 47-page report no one ever opens. It brings alignment, direction, and confidence—without the overwhelm.

 If this plan helped you simplify your business strategy, consider leaving a quick review of the book:

 [Leave a review](#)

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ons and achieving your goals.