

Your One-Page Business Plan is a quick and easy way to write a plan that you can easily refer to on a daily basis! Because it can be folded to fit into a pocket or purse, you can carry your plan with you.

Vision Statement Example:

“To create a better everyday life for the many people.” IKEA
“To inspire humanity – both in the air and on the ground.” Jet Blue

Your Vision Statement tells you where you want your business to go

Your Vision Statement needs to be specific with concrete goals by which you can measure progress.

Mission Statement Example:

“We will be the easiest pharmacy retailer for customers to use.” CVS
“To help people around the world realize their full potential.” Microsoft

Your Mission Statement tells how you will achieve the vision. What will you do?

Your mission statement differentiates you and makes you unique.

Objectives Example:

- What is the revenue that you want to generate with your business efforts?
- What are the big accomplishments / projects that you will undertake?
- Who are the clients you will help?

Goals and objectives: List all the major goals for your business

List your goals and pick the top 9. You can use this list to sort and identify your priorities.

Marketing Strategy and Tactics:

- Strategic marketing includes adjusting your price, position and product or service to achieve your goals.
- Strategies include promotions, offers, advertising methods to stay competitive.
- Tactics support your marketing strategies.

Strategies are methods or plans intended to achieve a goal or provide a solution to a problem

The right strategies will sustain and promote your business.

- Your business is not sustainable without the right strategy.
- The strategy for marketing your business comes together using these steps.