

Your one-page business plan

The whole plan on a single page. Six questions. Fill the boxes by hand or on screen, and revisit it each quarter. A plan earns its keep by deciding things, not describing them.

1. What you sell, and to whom

Your product or service, and the customer it is for.

2. The problem you remove

In their words, not yours. What goes wrong without you?

3. What the buyer actually gets

The offer, plainly. Tiers if you have them.

4. How you make money

The model, and the monthly revenue you are aiming at.

5. Your first ten customers

Where they come from, and the first move to reach them.

6. Three milestones (next 90 days)

A result with a date and a number each, not an activity.

Built by operators, not consultants.

Want the full version, with a worked example and a 12-month financial snapshot? Get the Business Plan in the Day One Toolkit at dayonetoolkit.com

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