

# Crafting Your One Page Business Plan

## How to use this Template

1. Begin by filling out your 1 page business plan based on what you would like your business to accomplish. What is your vision! Think about the reasons you have gone into business and what you would want to achieve personally as a result.
2. Next craft your mission statement. Make it short and powerful, answer the question what will distinguish you from other similar business. Think to yourself why customers would buy your product.
3. Write three achievable, realistic goals for your company and then list those business strategies / objectives you'll take to reach your goals.
4. Write your elevator pitch.

## Crafting Your Vision Statement

---

*Vision Statement (first draft)*

Within the next \_\_\_\_\_ years, grow \_\_\_\_\_ into  
*company name*

a \$ \_\_\_\_ local \_\_\_\_ regional \_\_\_\_ national \_\_\_\_ international \_\_\_\_  
*description of business*

providing \_\_\_\_\_  
*description of products and / or services*

to \_\_\_\_\_  
*describe your customers*

---

STEP 2: Rewrite the Vision Statement, modifying it using your own words:

---

*Vision Statement (modified)*

---

Business Goals (SMART Specific, Measurable, Achievable, Realistic and Time-bound)

Goal # 1
Goal # 2
Goal # 3

Business Strategies / Objectives (These should be the actions you'll take to reach your goals) write one objective for each goal.

Objective # 1
Objective # 2
Objective # 3

Elevator Pitch

---

---