BUSINESS MENTOR

Creating a Simple Business Plan

A one-page plan you can actually use

Your offer

- What do you sell, to whom and what problem does it solve?
- What makes your offer different or better?

Your market

- Who is the ideal customer and how many can you realistically reach?
- Who are the main competitors and what do they charge?

Your numbers

- What will you charge and what does each sale cost to deliver?
- How many sales do you need each month to cover fixed costs?
- What is your cash requirement before sales become reliable?

Your action plan

- Choose three priorities for the next 90 days.
- Assign each task a deadline and a simple measure of success.
- Review actual sales, cash and customer feedback monthly.

One-page template

- Customer: _____
- Problem solved: _____
- Offer and price: _____
- How customers find us: _____
- Monthly sales target: _____
- Biggest risk and response: _____
- Next three actions: _____

FREE 60-MINUTE DISCOVERY CALL

Discuss your business goals with an experienced mentor. Visit yourbusinessmentor.co.uk to find out more.

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