

YOUR ONE-PAGE BUSINESS PLAN...

BUSINESS NAME

THE "BIG IDEA"

MARKETING MADNESS

PRODUCT: What are you selling and who will buy it? _____

PRICE: How much will you charge for your product or service? _____

PLACE: Where can people buy your product or service? _____

PROMOTION: How will you get the word out? _____

MAKE A PROFIT

Calculate your profit potential for a one-month period.

TOTAL INCOME: _____

TOTAL EXPENSES: _____

PROFIT = (INCOME MINUS EXPENSES): _____

Making a profit? Great! You're off to a good start. If not, go back and see if you can increase your income or decrease your expenses. What's next? Make sure you hand out your plan to family, friends, and potential investors!

DRAW YOUR BUSINESS LOGO

