

ONE PAGE BUSINESS PLAN

WHY DO WE EXIST?	
(MISSION)	
HOW DO WE BEHAVE?	
(CORE VALUES)	
WHAT DO WE DO?	
(VISION)	
HOW WILL WE SUCCEED?	
(STRATEGY)	

THEMATIC GOAL: WHAT IS THE NUMBER 1 THING TO FOCUS ON RIGHT NOW TO ACHIEVE OUR GOALS?
FOR EXAMPLE: PICK UP 4 MORE ACCOUNTS, OR DECREASE COST BY 15%

DEFINING OBJECTIVES: THREE WAYS YOU WILL ACHIEVE THE ABOVE THEMATIC GOAL

ONE YEAR GOALS

	LAST YEAR	THIS YEAR	5 YEARS FROM NOW
MY TAXABLE INCOME			
GROSS INCOME (BUSINESS)			
NET INCOME (BUSINESS)			
MY MONTHLY EXPENSES			
CURRENT 'BREAK EVEN'			
NUMBER OF EMPLOYEES			
PERSONAL SAVINGS			
WEEKLY WORK HOURS			
BUSINESS' BIGGEST WEAKNESS			

QUARTERLY GOALS

FIRST QUARTER	SECOND QUARTER	THIRD QUARTER	FOURTH QUARTER
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SWOT ANALYSIS

