

# Contents

<b>Author's Note.....</b>	<b>7</b>
<b>How to Use This Book.....</b>	<b>11</b>
<b>How to Use the CD .....</b>	<b>13</b>
<b>1 Introduction .....</b>	<b>17</b>
The One Page Business Plan® .....	17
Uses of the One Page Business Plan® .....	19
The Power and Magic of Writing.....	21
Modelling the New Idea .....	23
Why the One Page Business Plan® Works .....	25
Building a Business Is a Journey .....	27
<b>2 The Vision Statement .....</b>	<b>29</b>
Brainstorm Exercise: Creating the Company You Want .....	30
Interview Exercise.....	32
Focus Exercise: Crafting Your Vision Statement.....	33
Examples of Vision Statements that Work.....	34
Feedback Exercise .....	36
Summarise .....	37
<b>3 The Mission Statement.....</b>	<b>39</b>
Brainstorm Exercise: What's in it for the customer and you?.....	40
Interview Exercise.....	42
Focus Exercise: Crafting Your Mission Statement .....	43
Examples of Mission Statements.....	44
Feedback Exercise .....	46
Summarise .....	47

**4 The Objectives ..... 49**

Brainstorm Exercise: What accomplishments would you like to celebrate? ..... 50

Brainstorm Exercise: Where does success come from? What will it look like? ..... 51

Focus Exercise: What targets will you aim for? ..... 52

Focus Exercise: What does this business need to accomplish? ..... 54

Focus Exercise: Crafting Meaningful Objectives ..... 55

Examples of Objectives ..... 56

Summarise ..... 57

**5 The Strategies ..... 59**

Brainstorm Exercise: Key Elements to Building Your Business ..... 60

Decide Which Strategies are Appropriate for Your Business ..... 60

Research Exercise: Opportunities and Threats ..... 61

Focus Exercise: Who are your customers? How will you promote and sell to them? ..... 62

Brainstorm Exercise: What's working in your company? ..... 64

Focus Exercise: Critical Issues Examination ..... 65

Focus Exercise: How do we get from here to there? ..... 66

Focus Exercise: Crafting Meaningful Strategies ..... 67

Examples of Strategies ..... 68

Summarise ..... 69

**6 The Plans ..... 71**

Brainstorm Exercise: Business-Building Projects ..... 72

Focus Exercise: Integrating Objectives, Strategies, and Plans ..... 74

Focus Exercise: Crafting Meaningful Plans ..... 75

Examples of Plans ..... 76

Summarise ..... 77

**7 You Did It! ..... 79**

Polishing Checklist ..... 80

Putting the Plan into Action ..... 81

One Page Business Plan® Samples ..... 83