One Page Business Plan Template

Company Name:	Address 1:
Website:	Address 2:
Lasted Edited:	Phone:
By:	Email:
Mission:	Income Streams: (services, info products, etc.):
	1
	2
	3
	4
	··
	5
	6
	7
	0
	8
	9
Business Goals: (specific and measurable):	10
1	
2	Future Income Streams (what you'd like to add
2	
3	in the future):
4	1
5	2
6	2
6	3
7	4
8	5
0	
9	
10	Expenses: (office supplies, Web hosting, etc.):
	1
Business Strategies / Objectives:	2
	2
1	3
2	4
3	5
A	5
4	6
5	7
6	8
7	0
7	9
8	10
9	
10	Personal Credentials (degrees, publishing
101	
	credits, etc.):
Total Yearly Budget:	1.
	2
Income Projection & Evalenations	2
Income Projection & Explanation:	3
	4
	5
	6
	7
	8
	9
	10
	Personal Growth Goals (credentials you plan to
	build, skills you plan to improve, etc.):
Cost Projection & Explanation:	1
	2
	<u></u>
	3
	4
	5
	6
	6
	7
	8
	9.
	10
	10.

This one page business plan template was created for <u>freelance writers</u> by Jennifer Mattern, and is an excerpt from the *Web Writer's Guide to Launching a Successful Freelance Web Writing Career* e-book from <u>WebWritersGuide.com</u>. It is authorized for personal use only. It may not be sold, published, or distributed anywhere in any way.

One Page Business Plan Guide

Below you will find an explanation of the various areas in your one page business plan template to help you fill it out.

- **Mission** This is what you ultimately want to achieve through your freelance Web writing work. For example, if you write press releases for online businesses, your mission might be to get small online businesses increased exposure through online media outlets. Or, if you write grant proposals, your mission might be to help clients secure more funding through grants for their projects or causes.
- **Business Goals** Go back to your goal-setting worksheet, and include all of your business goals (which should be specific and measurable) here you can put marketing goals in the one page marketing plan instead.
- Business Strategies / Objectives These are your general plans for actually reaching your goals. For example, if a goal is to have 100 new clients by the end of your first year, a strategy might be to network in online communities where those prospective clients "hang out" to make yourself visible to them.
- Total Yearly Budget Like it or not, running a freelance Web writing career will have costs involved, even if they're not high. Estimate what you can realistically spend through a total budget (you may also want to include the percentage of any earnings that you plan to re-invest in growth).
- Income Projection & Explanation You need to estimate your income for your first year, and explain how you got to that estimate. Then at the end of the year, you can evaluate your actual income versus your estimate and see where you stand, adjusting estimates each year (or even sooner if you realize the estimate was unrealistic). Be careful not to overestimate your income projections.
- **Cost Projection & Explanation** You also need to estimate your expenses (yearly or monthly). It's vital that you consider everything, and not underestimate your costs. Include everything from your domain registration costs to advertising costs to office supplies. (You'll detail them in a later section).
- **Income Streams** List all of your starting or existing income streams. For example, I offer Web copywriting, press release writing, and business Web content writing services. They would each be listed here on a separate line. I also would include any blogs or websites that are bringing in an income as a more residual income stream.

- **Future Income Streams** List all future income streams you plan to, or would like to, add. This might include an e-book you plan to write, a new writing service you'd like to branch into, a new niche you'd like to cover, a new blog you want to launch, etc.
- **Expenses** Here's where you'll actually *list* all of the expenses you can reasonably expect to incur.
- **Credentials** List all of your current credentials you have related to your specialty area.

Personal Growth Goals – Now list all of the things you can do to build *further* credentials in your Web writing specialty (get a degree, get a certain amount of experience doing something in your niche, getting published in a specific publication, etc.).