

# My One Page Business Plan

Name: \_\_\_\_\_ Plan Year: \_\_\_\_\_

How do you want to be remembered at the end of your life?

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What is my Mission? / Hedgehog? (From Good to Great – Jim Collins)

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Where did I START? And where do I want to GO?

	START – Last Year	GOAL – Next Year
Gross Sales		
Expenses		
Net Profit		
# Customers		
Average Sales Price		
# Inbound Referrals		
# Outbound Referrals		
# Coffees/ Lunches		
# Network Events		

Who do I need to meet to help me expand? How can I be of value to them?

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What can I do to improve my customer service? What do I need to master/learn?

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What do I need to STOP doing that is not working?

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What do I need to START doing? What is working I need to lean into?

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Top Lead Generation Sources? How much are they costing me? Worth it?

Source?	Number of Leads?	Cost?
1.		
2.		
3.		

\*\* Now, set your balance goals for next year. Have three personal goals you are working towards AND three business goals.

Call if you have questions: Kevin Kearney 415-297-3874