



## The One Page Business Plan for Your Hobby (Product-Service)

### The Product: My Creation and The Service: How I will coach, teach, consult, etc.

- I will sell \_\_\_\_\_
- I will charge \_\_\_\_\_
- My product is different/unique \_\_\_\_\_
- I will provide \_\_\_\_\_
- I will charge (per hour/job) \_\_\_\_\_
- My service is different/unique \_\_\_\_\_

### My Customer: Who needs your product?

- Describe: \_\_\_\_\_
- The problem/need this solves: \_\_\_\_\_

### Selling: List all possible options

- Where I will sell: \_\_\_\_\_

### Money In: Revenue

- I will collect money from customers \_\_\_\_\_
- Other revenue streams \_\_\_\_\_

### Money Out: Costs

- It costs \_\_\_\_\_ to make one.
- Materials/Equipment: \_\_\_\_\_
- Web costs (if selling online): \_\_\_\_\_
- Advertising/Other: \_\_\_\_\_

### Income Goal: Revenue minus Costs

- Monthly \_\_\_\_\_
- I need to sell/# of clients \_\_\_\_\_ to meet this.

### Marketing: How I will get customers

- I will advertise through \_\_\_\_\_
- I will get referrals through \_\_\_\_\_

### What Challenges I May Face: Obstacles preventing you from starting/succeeding

- Challenge #1 \_\_\_\_\_
- Challenge #2 \_\_\_\_\_

### What I Need to Get Started

- Establish type of business (LLC, S-Corp, etc.) and complete paperwork (meet with a tax professional in your state); My business type will be \_\_\_\_\_
- Total amount needed: \_\_\_\_\_
- Time I will devote (hours/week): \_\_\_\_\_
- Other Action Steps: \_\_\_\_\_