



The One Page Business Plan for Your Hobby (Product)

The Product: My Creation

- I will sell _____
- I will charge _____
- My product 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 by _____
- 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 _____ to meet this.

Marketing Strategy: 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: _____