



JENNIFER DAWN
COACHING • CONSULTING

One Page Business Plan

Workbook

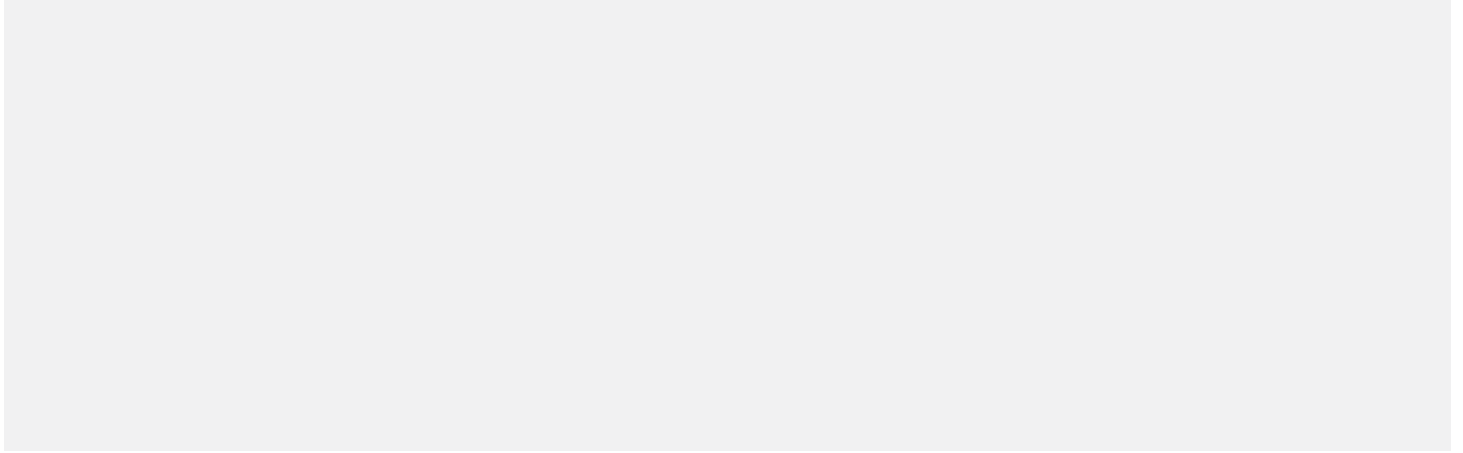
“Plan for what is difficult while it is easy,
do what is great while it is small.”

Sun Tzu

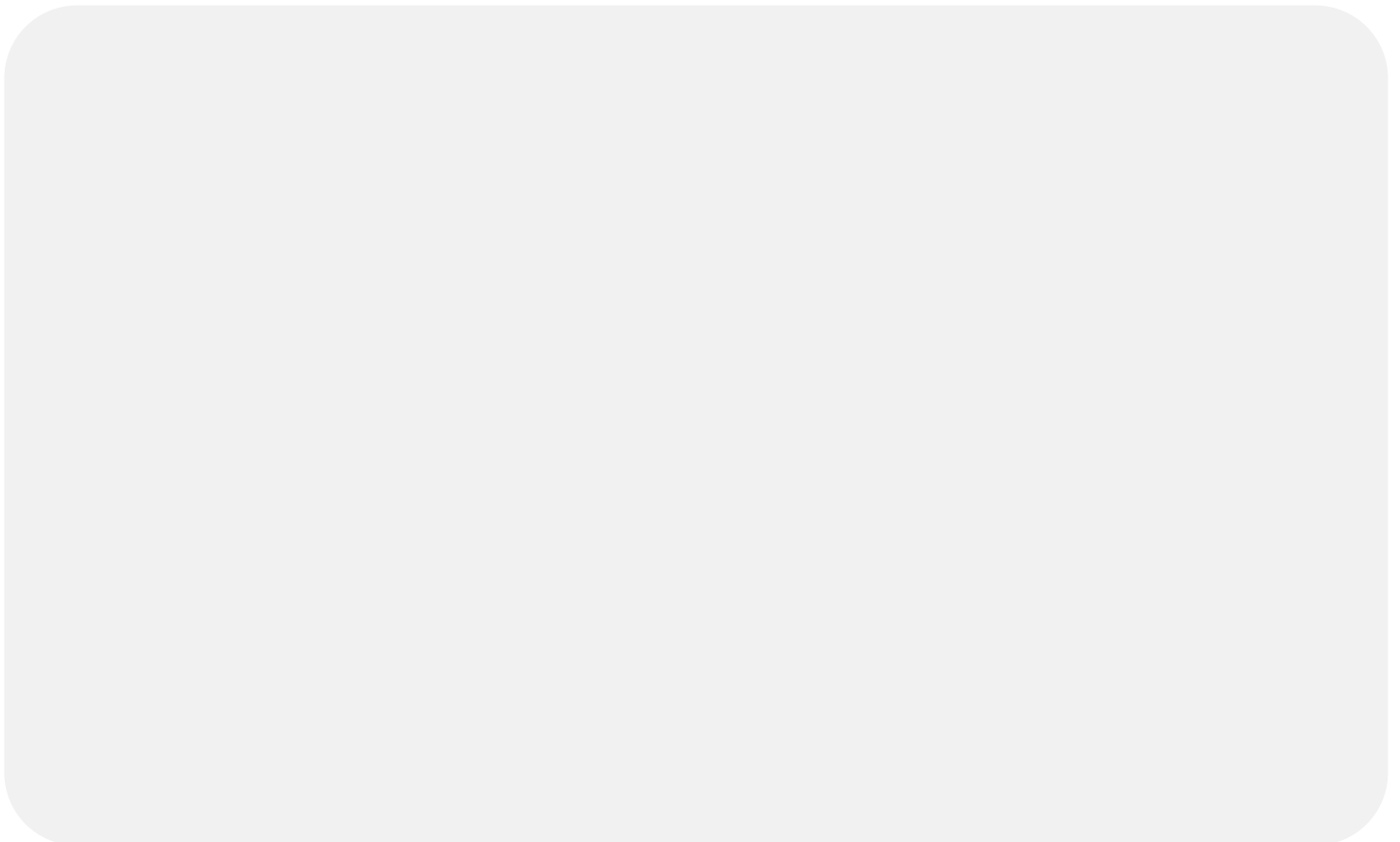
#1 - Who Are YOU?

Values

Scan through the list that is shown in the video course and pick a couple that really resonates with you.

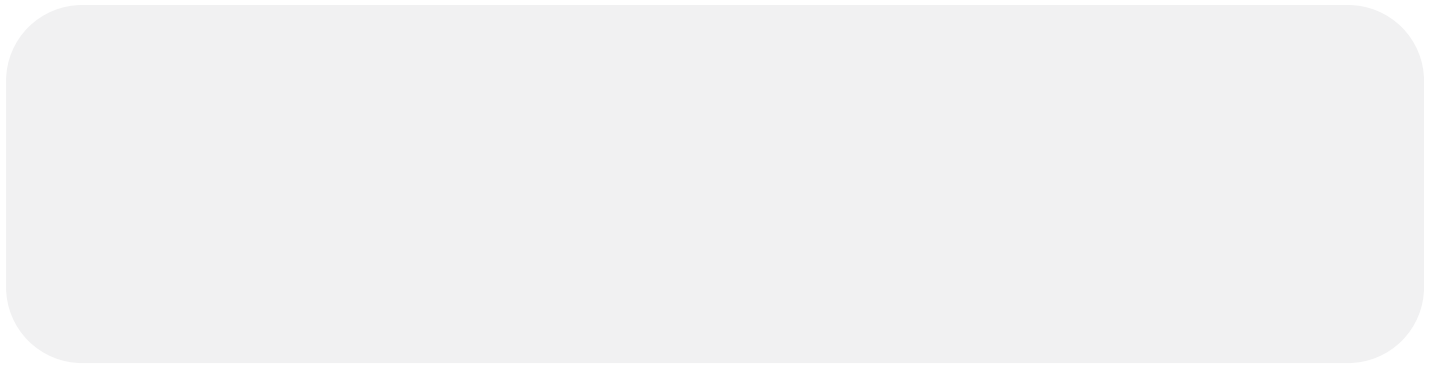


List down your immutable laws

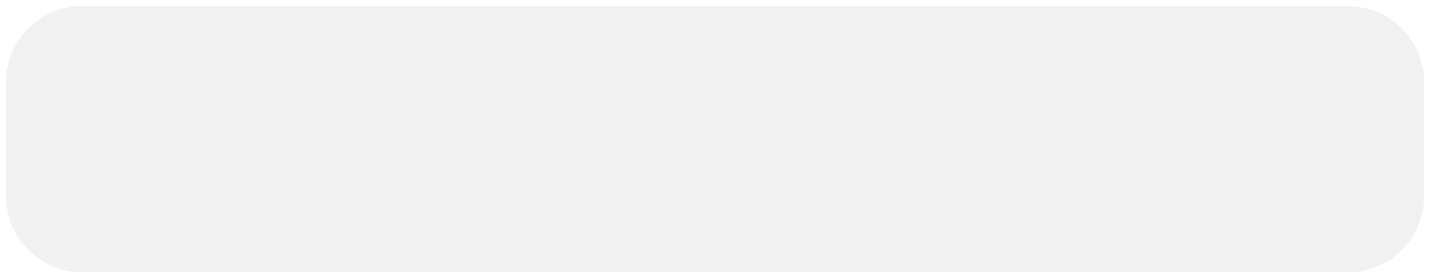


#2 - Who Do You SERVE?

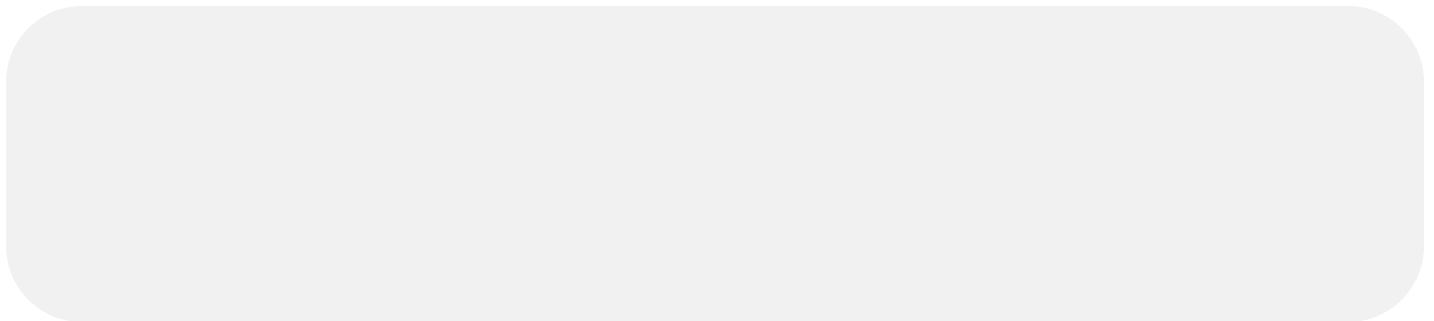
What does your client want?



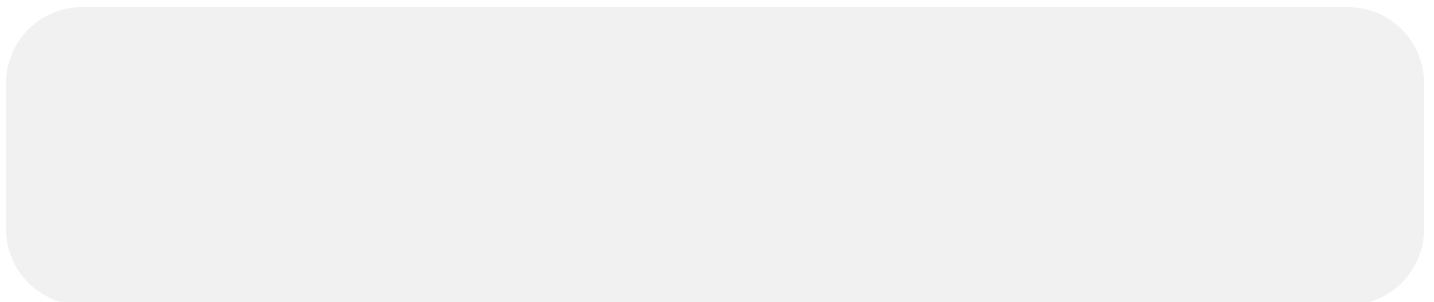
Demographics



Challenges & Pain Points



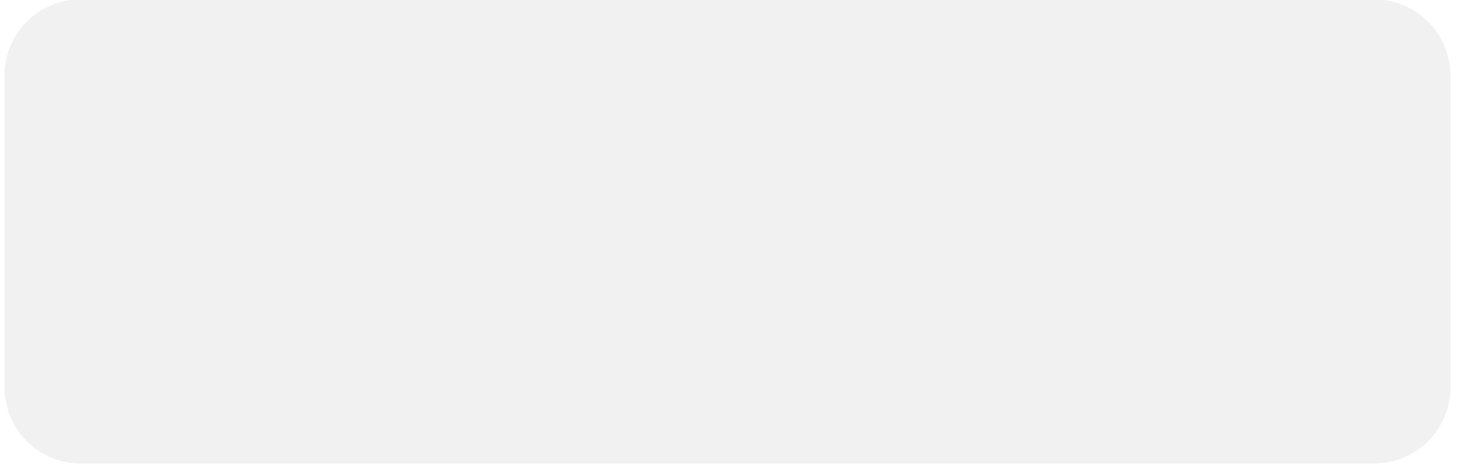
Wants & Aspirations



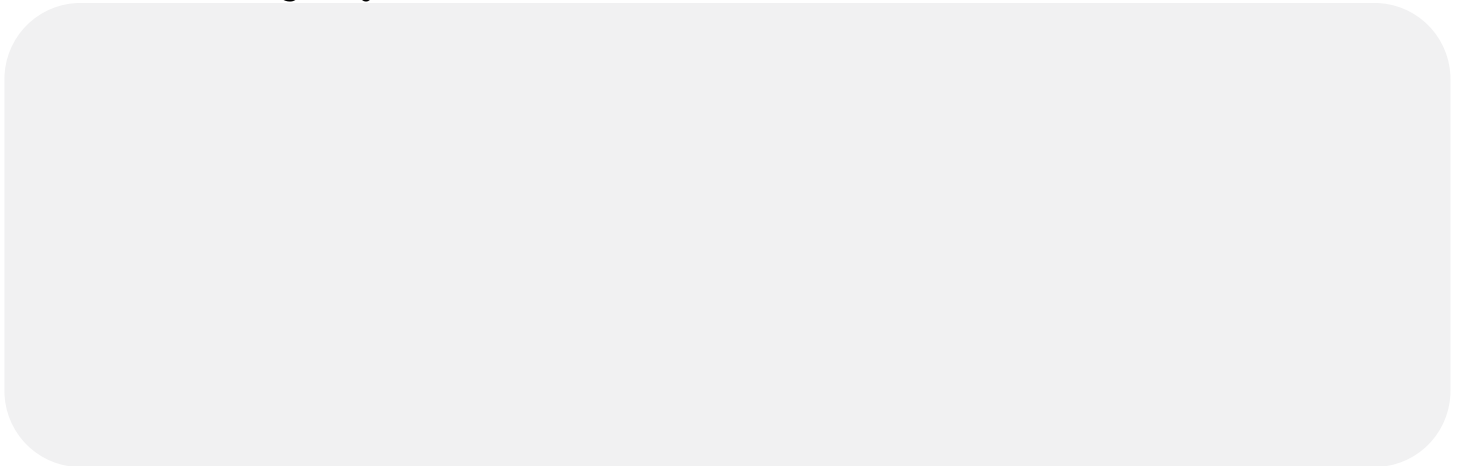
Know Your Value

Hell

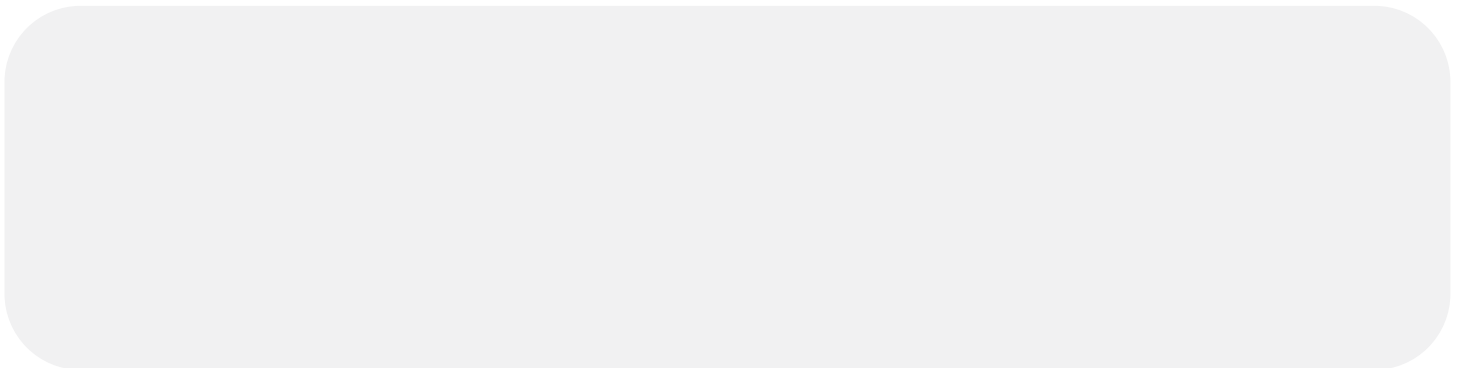
The hell your client is in now?

A large, light gray rounded rectangular box intended for the user to describe the client's current situation.

What is their average day like?

A large, light gray rounded rectangular box intended for the user to describe the client's average day.

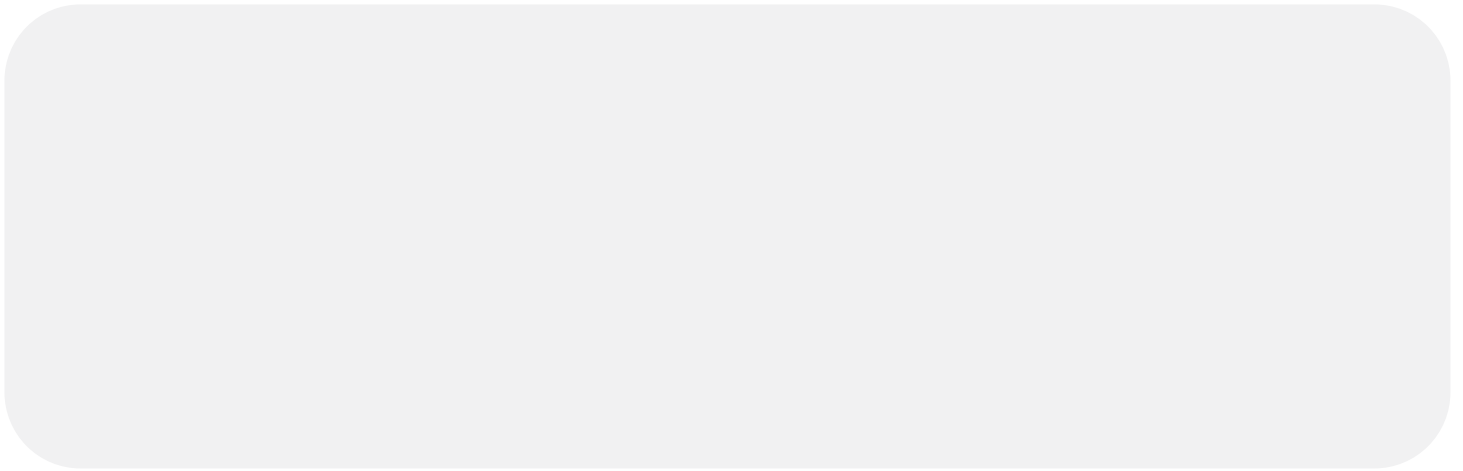
How do they feel?

A large, light gray rounded rectangular box intended for the user to describe how the client feels.

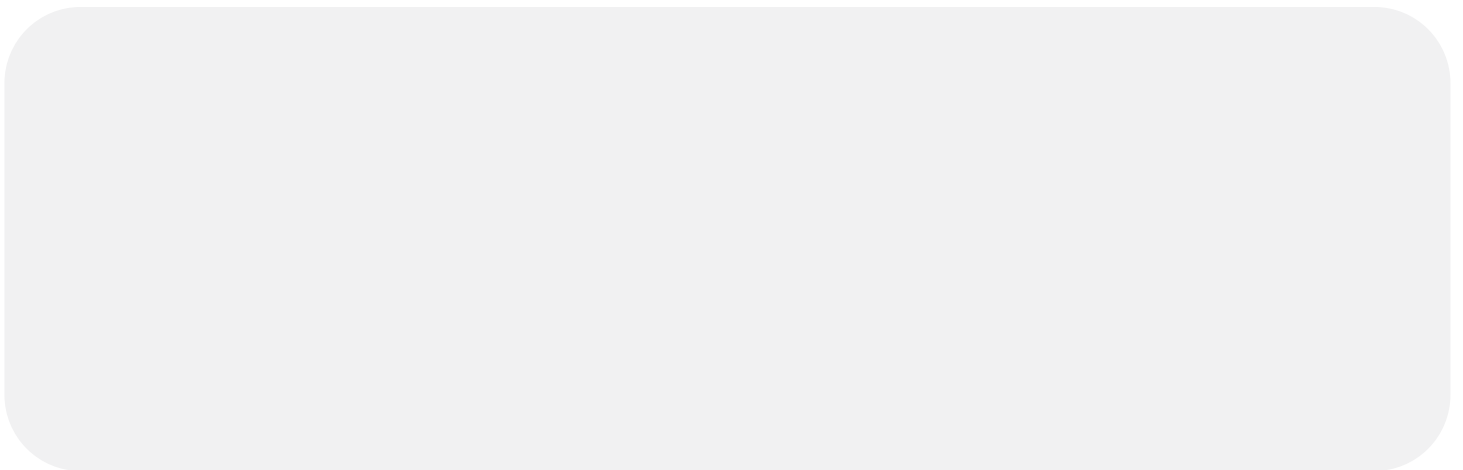
Know Your Value

Heaven

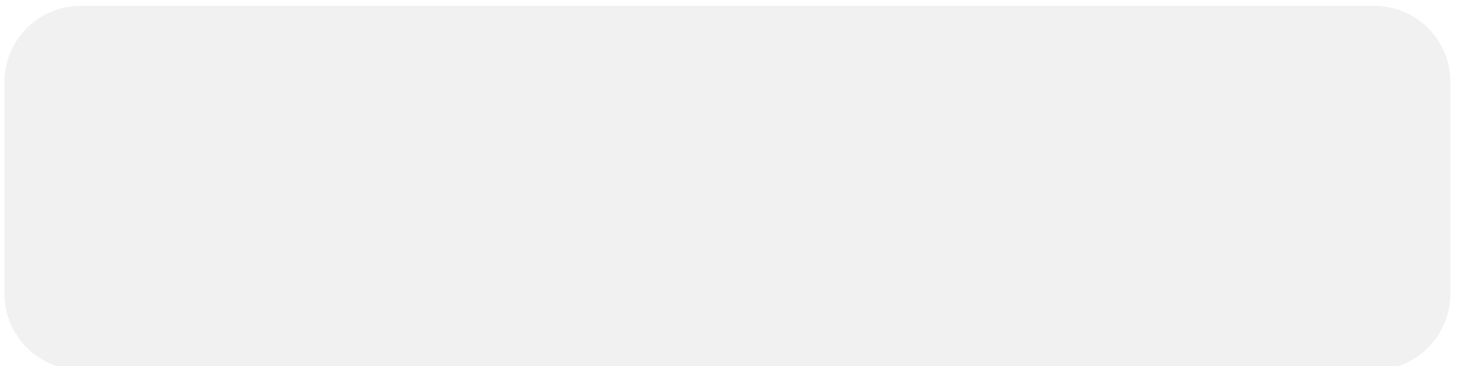
What are they experiencing after they purchase your product/service?



How has their day improved?



How do they feel now?



#3 - What makes YOU Unique

What makes your product/service better than the competition?

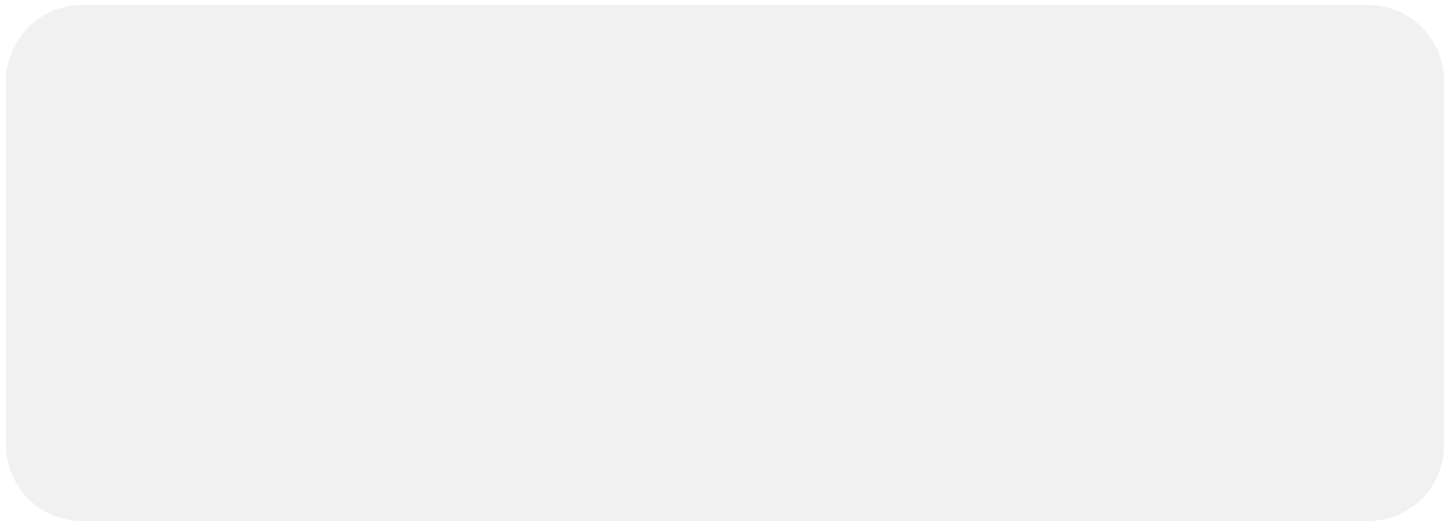
What problem do you solve?

How do you solve it?

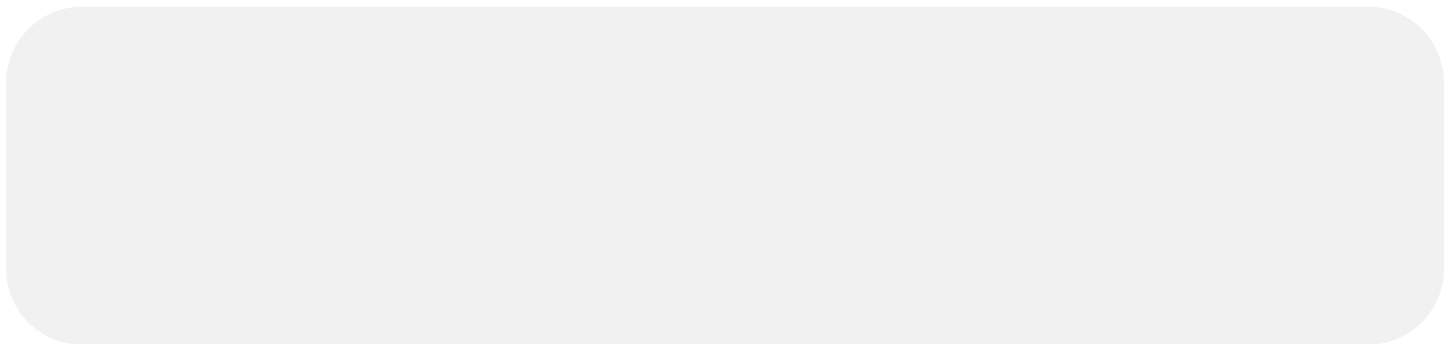
What's your biggest strength?

Continuation - #3 - What makes YOU Unique

Why should your ideal client choose you over the competition?



Your niche (if applicable)?

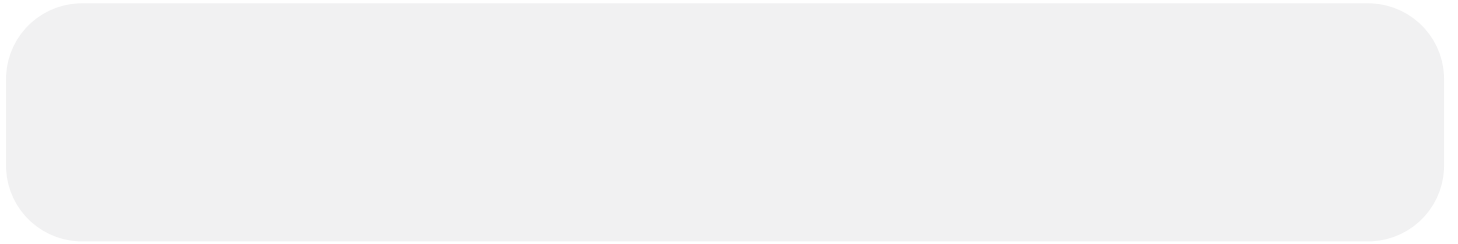


Drill this down into 2-4 sentences

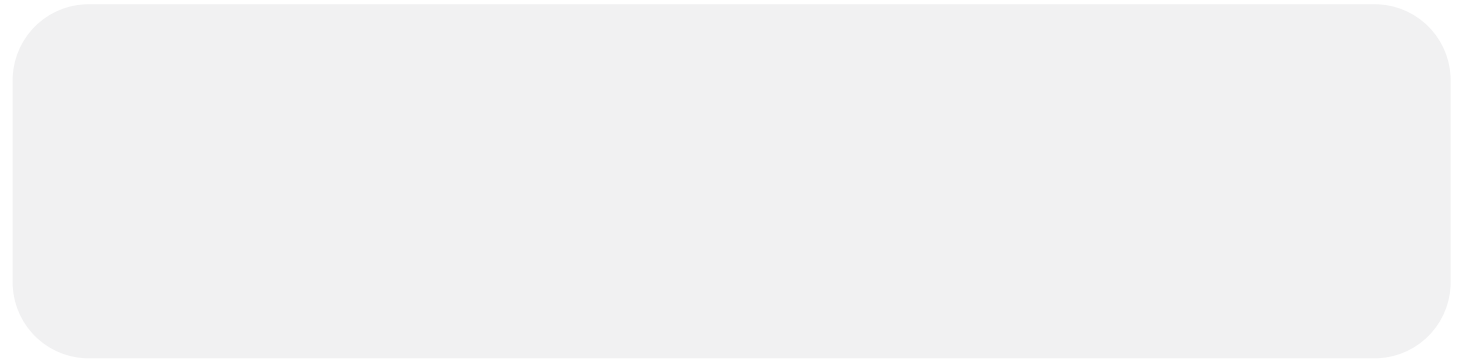


#4 - What's Your Marketing Strategy

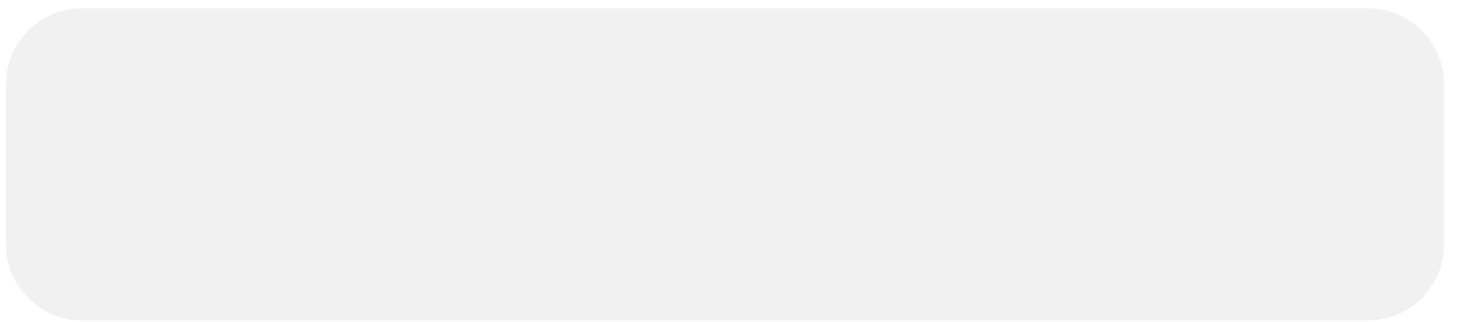
The Right Message in Front of the Right Person



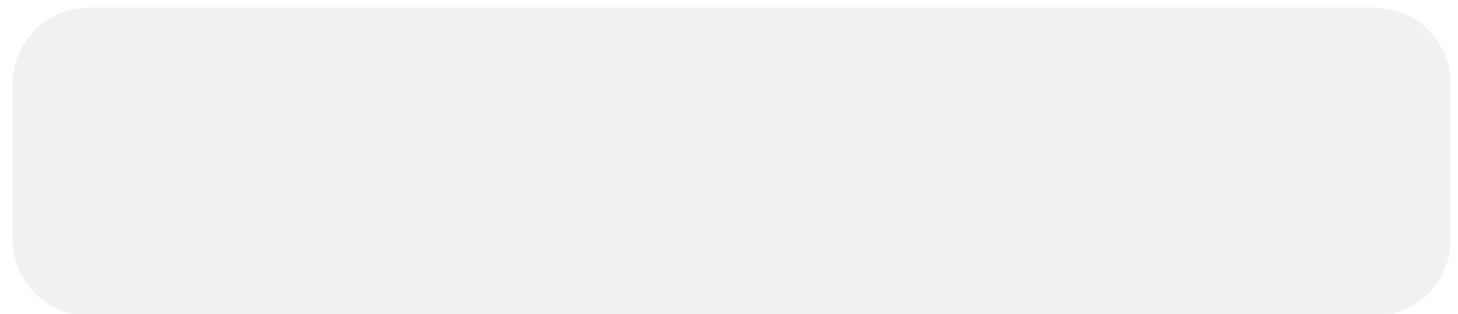
How Do You Generate Leads/Sales?



How Do You Get Results?



Your Promise to the Customer



Continuation - #4 - What's Your Marketing Strategy

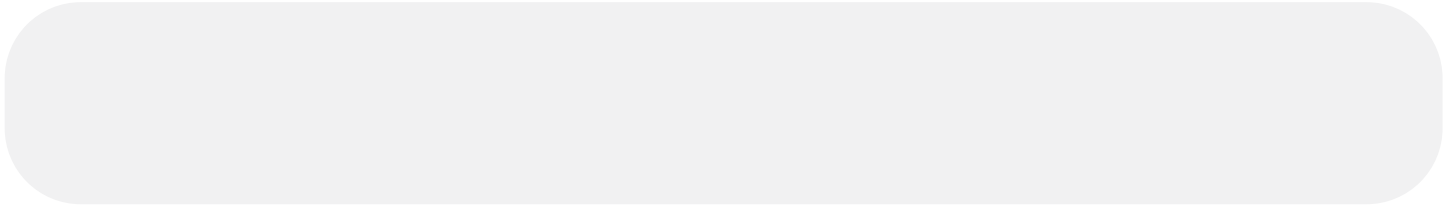
What you do to draw a customer IN?

How you go OUT and after the business?

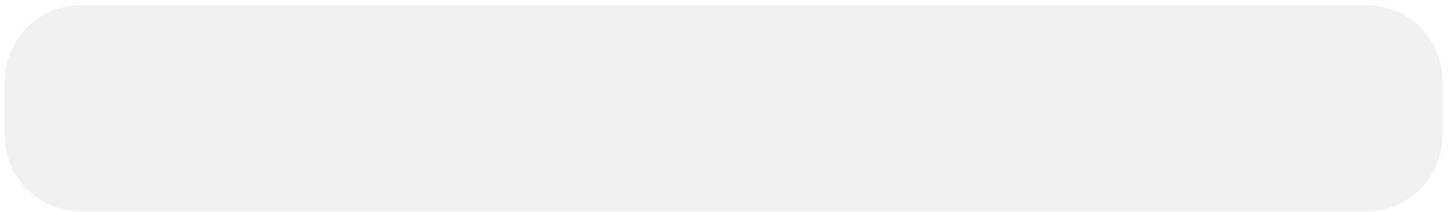
What can be your INDIRECT Revenue Sources?

#5 - What's Your 3 Year Target?

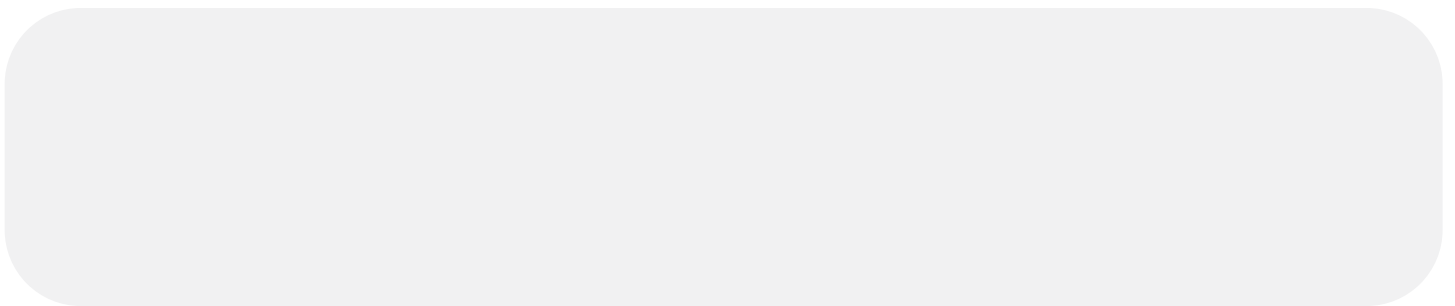
Revenue Goal



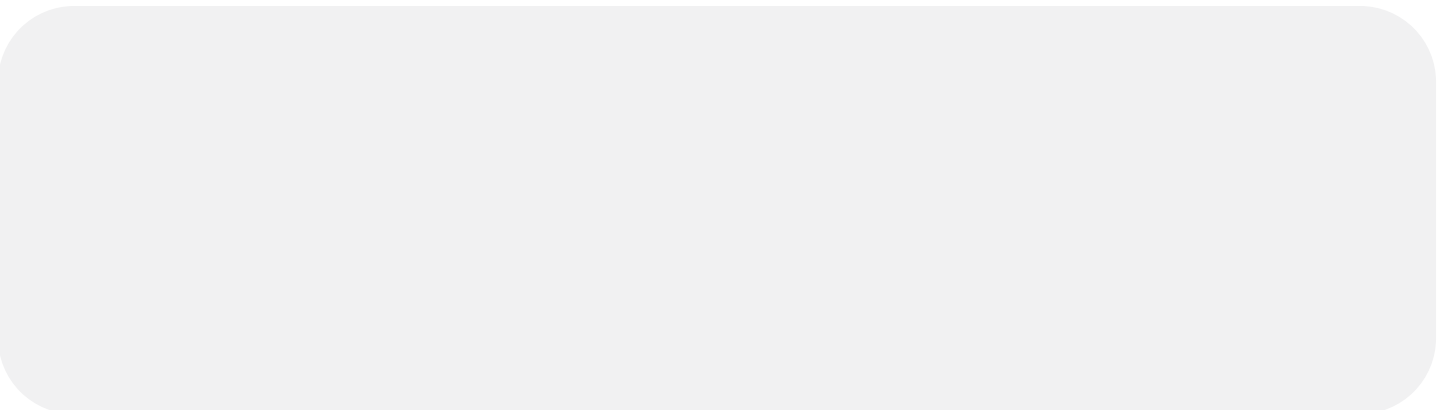
Profitability Goal



What does your team look like?



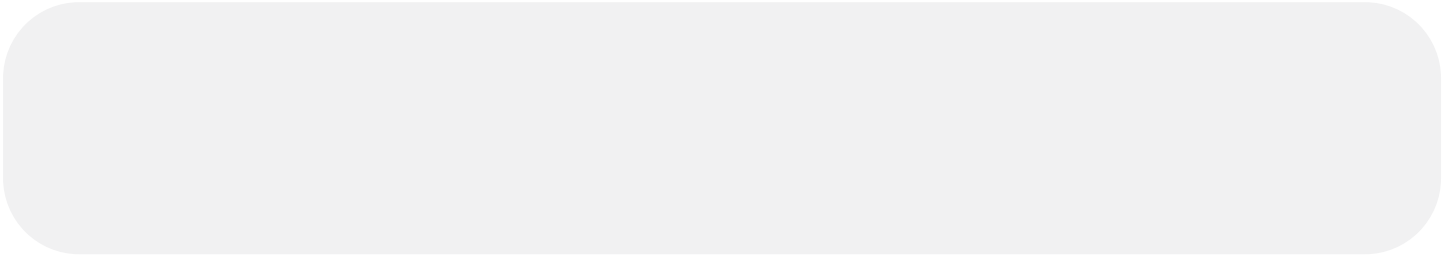
What does your System & Processes look like?



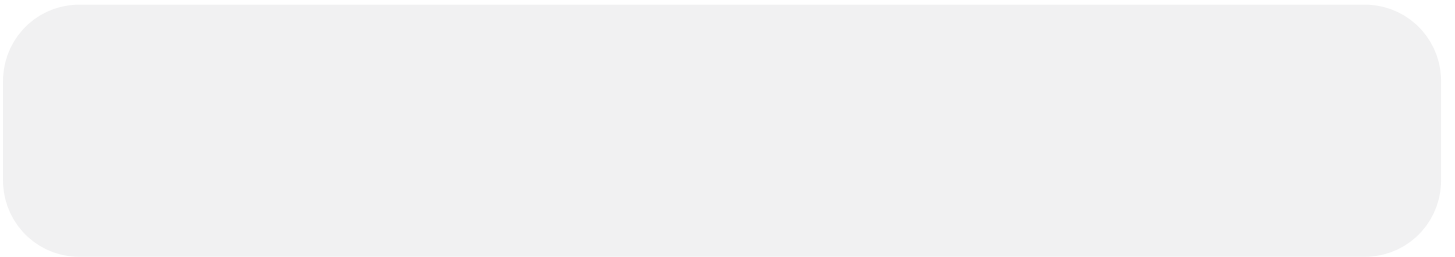
#5 - What's Your 3 Year Target?

Visualization - Where are you NOW?

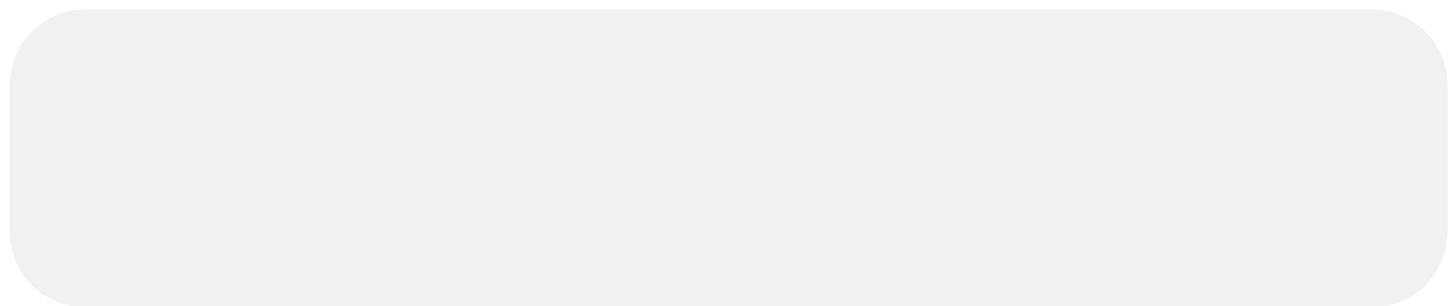
Body



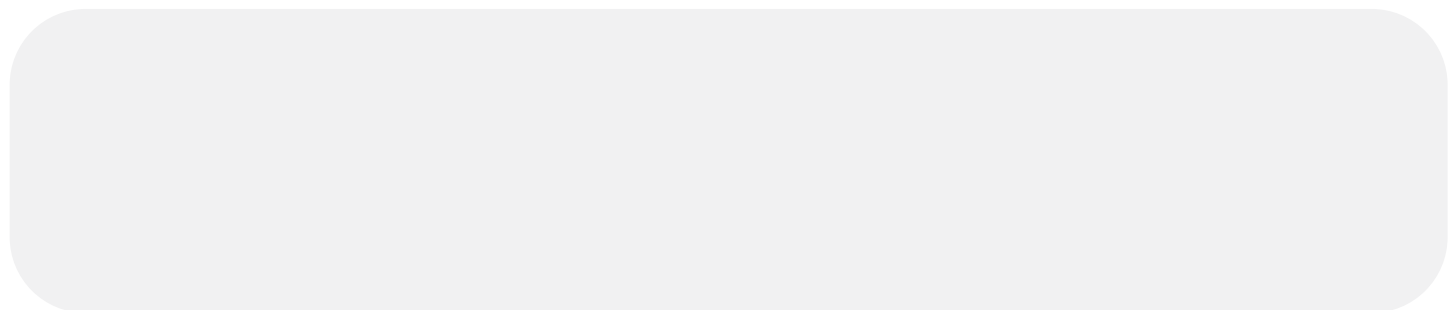
Emotions



Relationships



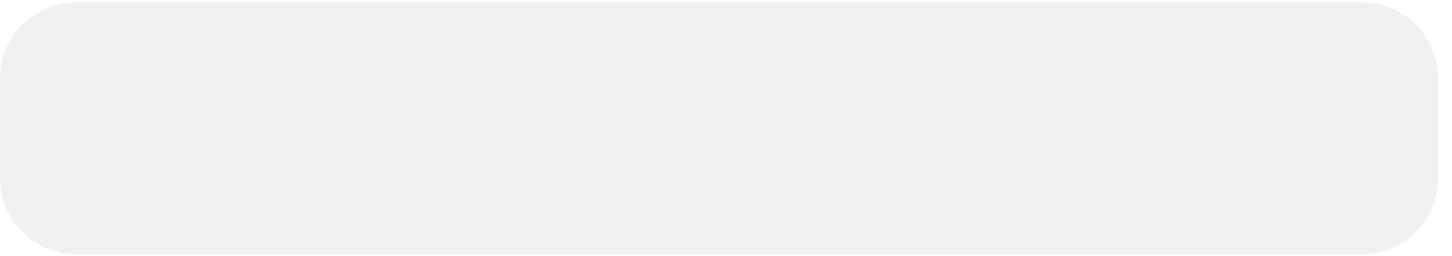
Business



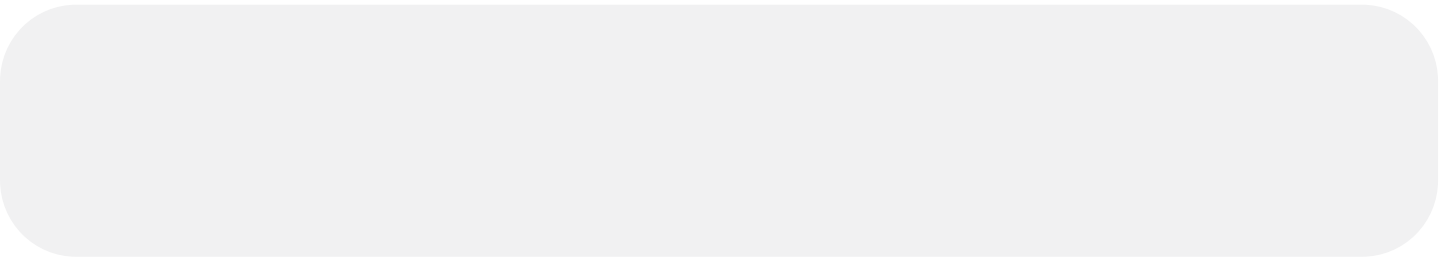
Continuation - #5 - What's Your 3 Year Target?

Visualization - Where do you want to be in 3 years?

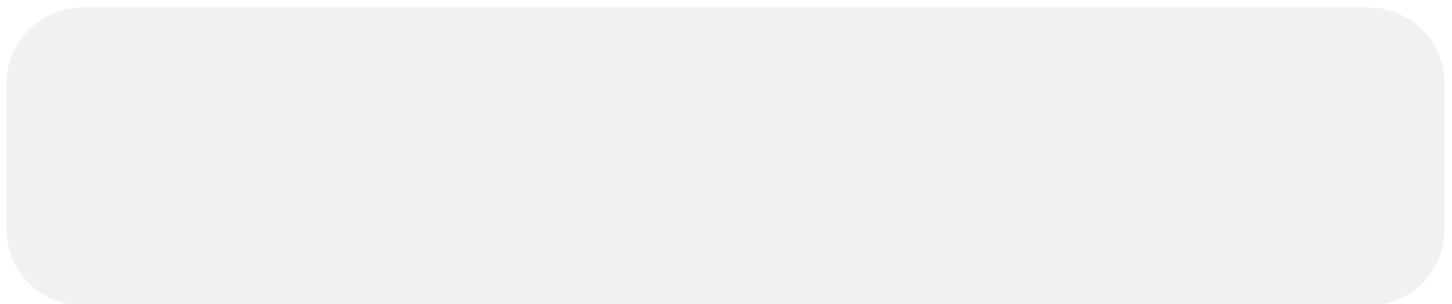
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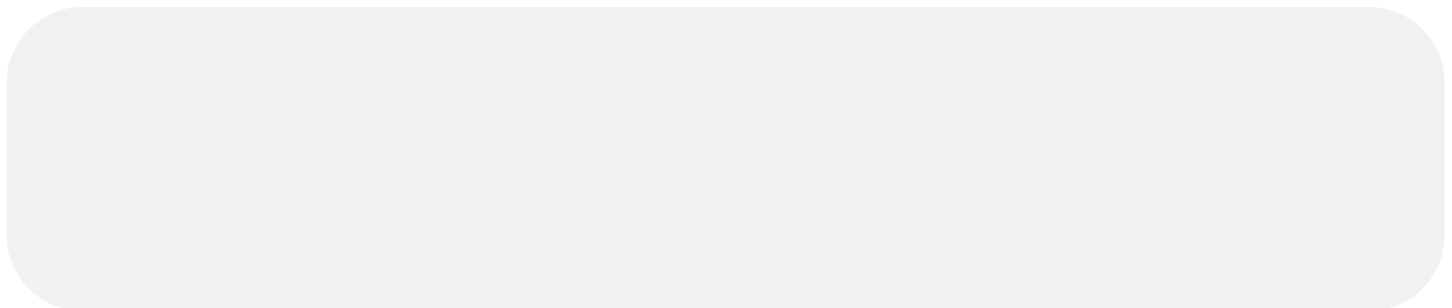
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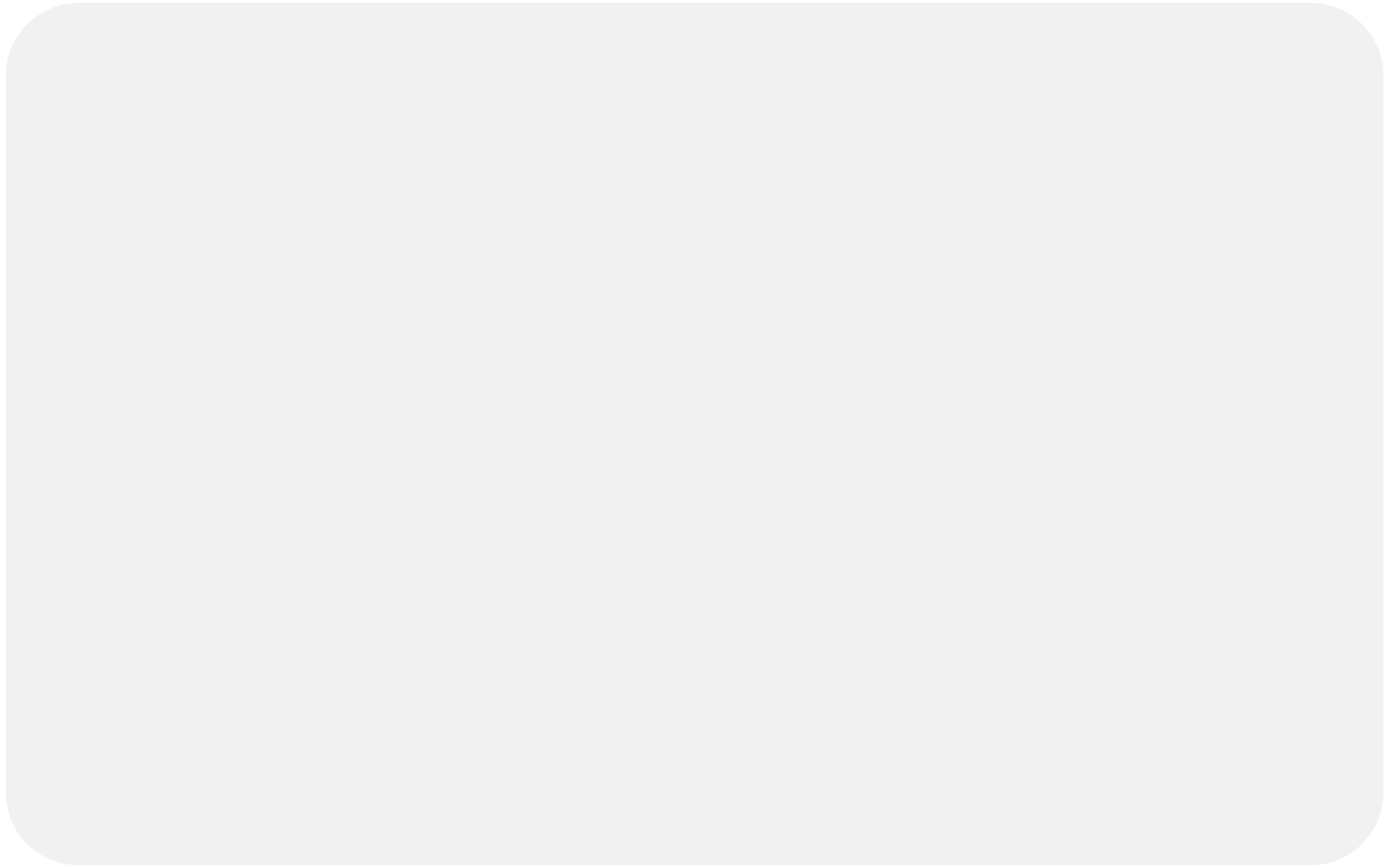


Business

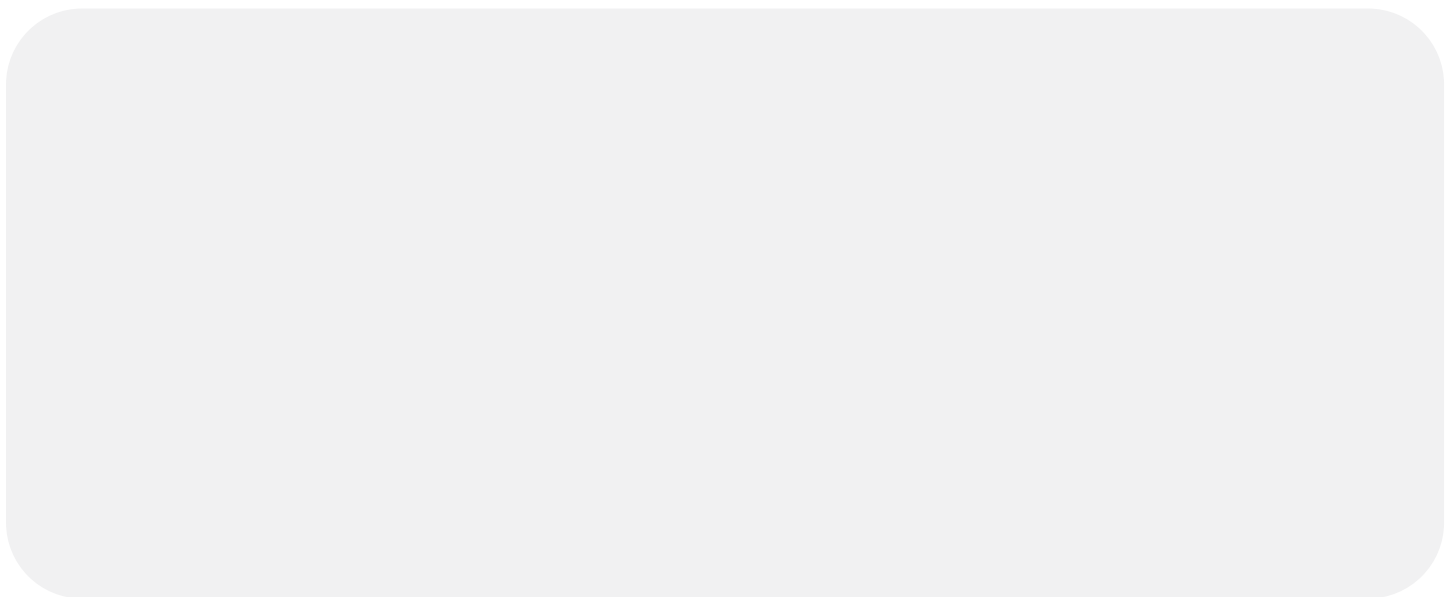


#6 - What Are Your 1 Year Goals?

What needs to get done in the next 12 months to make the 3 year happen?

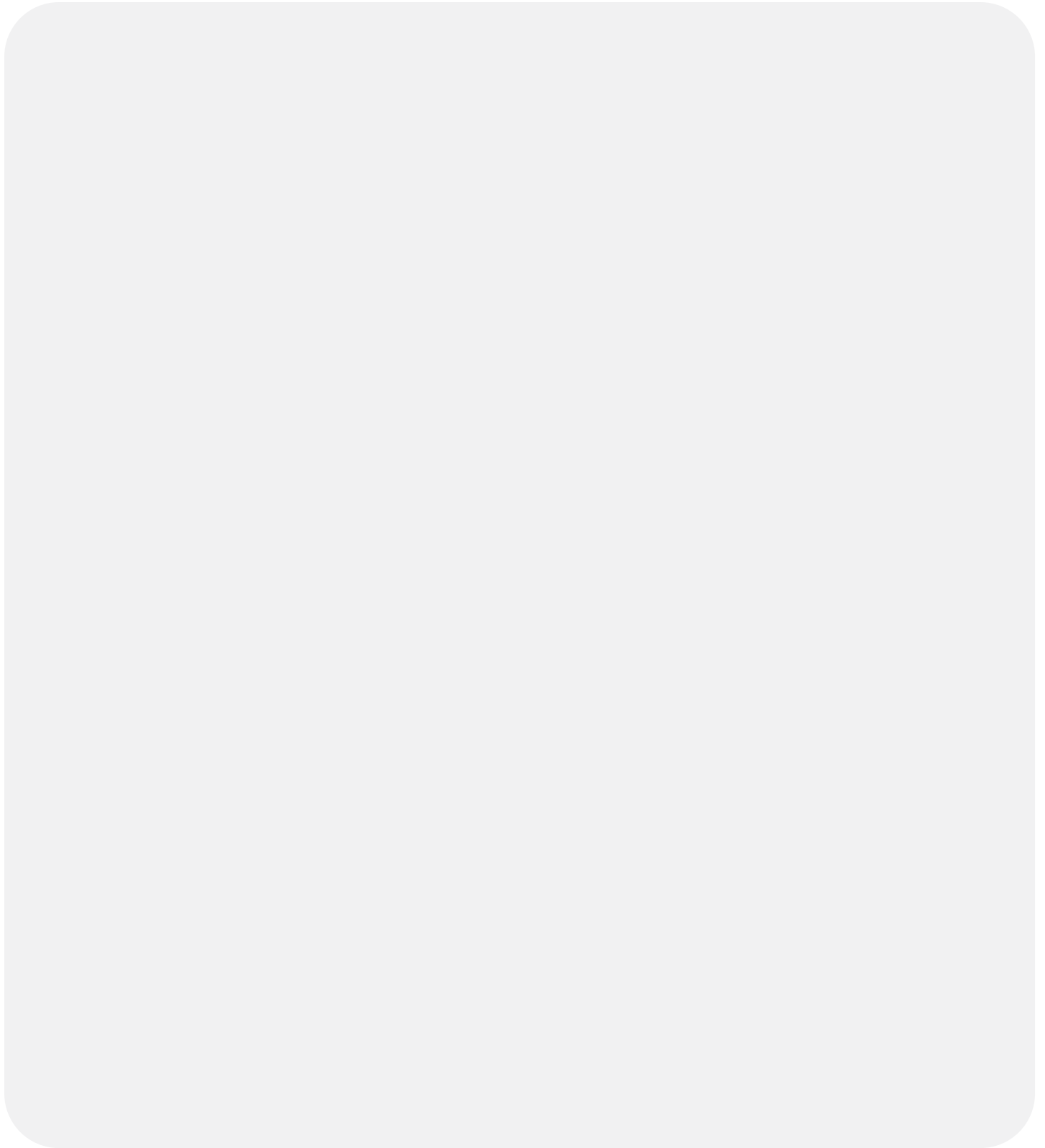


What does it look like?



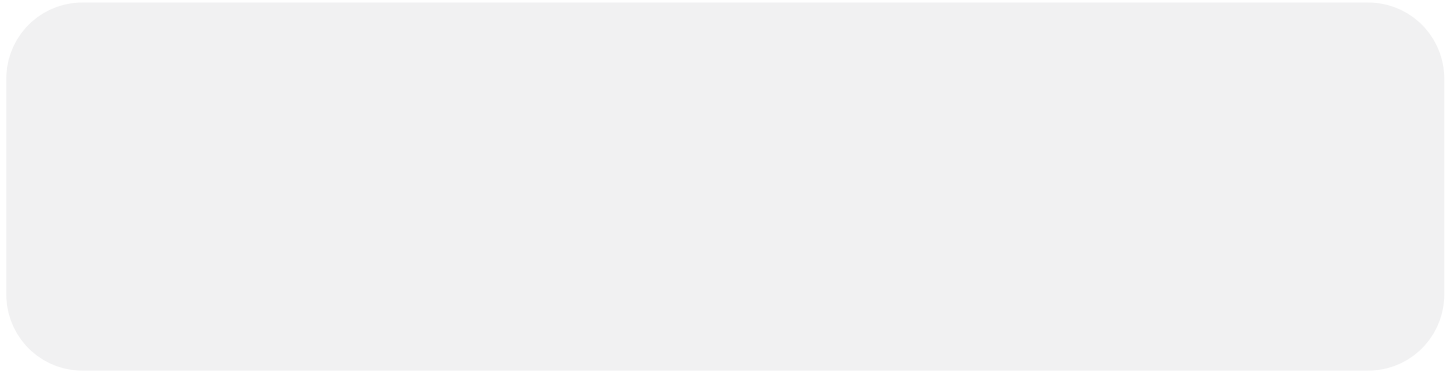
#7 - What Are Your Quarterly Goals?

Break down the 1 year goal into quarterly benchmarks

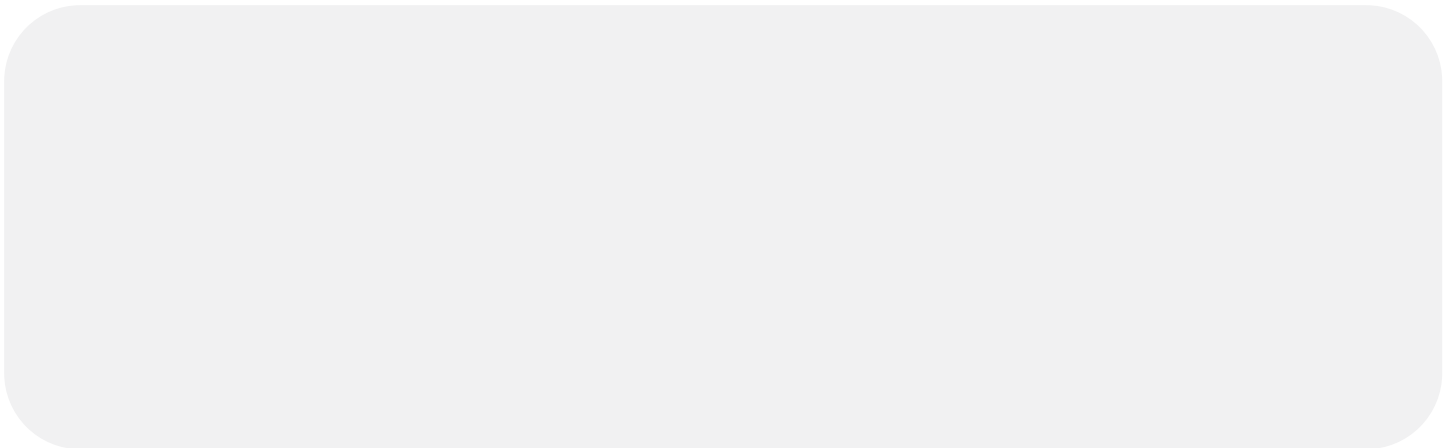


#8 - What Are Your Issues?

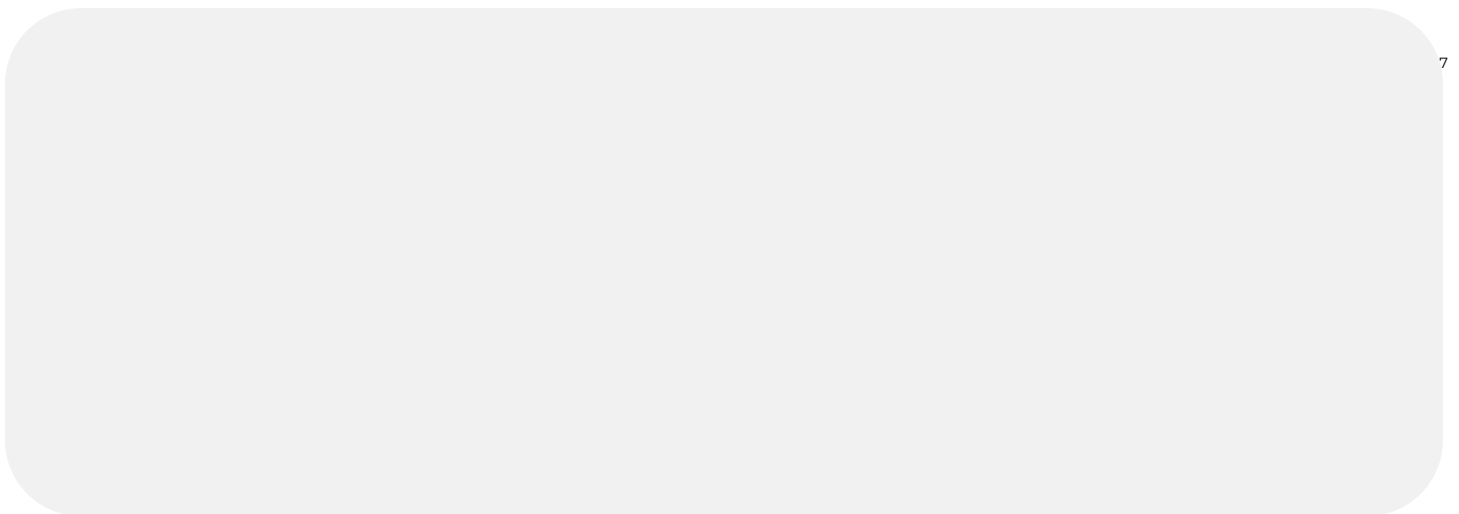
What are the biggest red flags to address?



What obstacles real or imagined can you throw you off course to your goals?



What needs to happen to eliminate these red flags



Continuation - #8 - What Are Your Issues?

What are your biggest time blocks?

What time wasters are keeping you from having time to focus on the action items to get you to your goals?

What needs to happen to free up your time?

Continuation - #8 - What Are Your Issues?

What are your biggest mindset blocks?

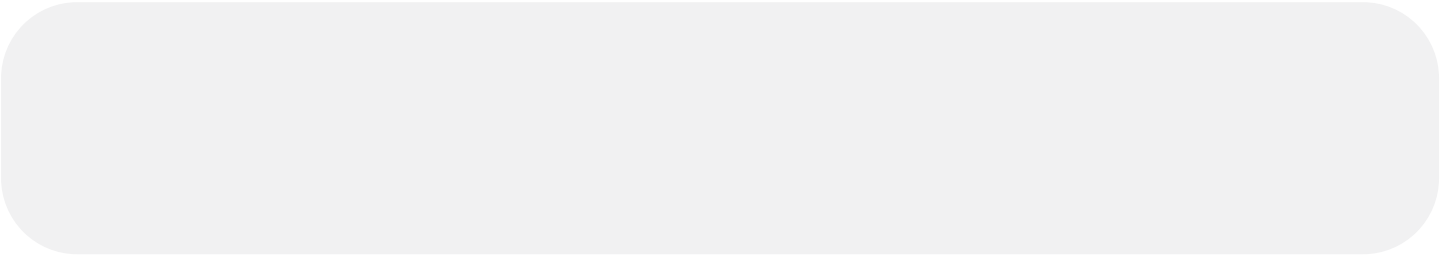
What are any limiting beliefs you have about hitting your goals?

What new thinking do you need to get result you want?

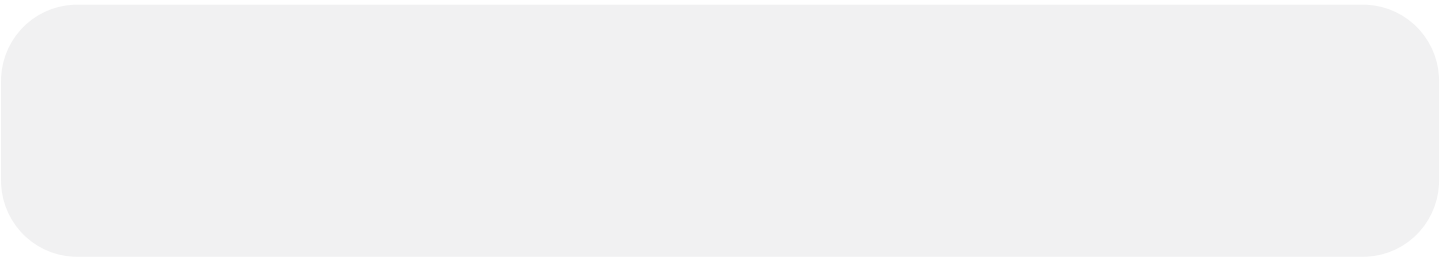
Continuation - #8 - What Are Your Issues?

What are your habits on these 4 areas?

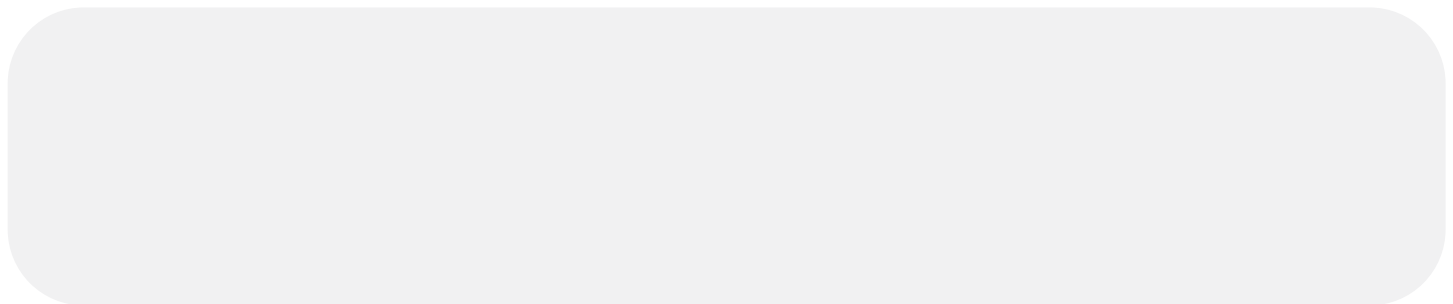
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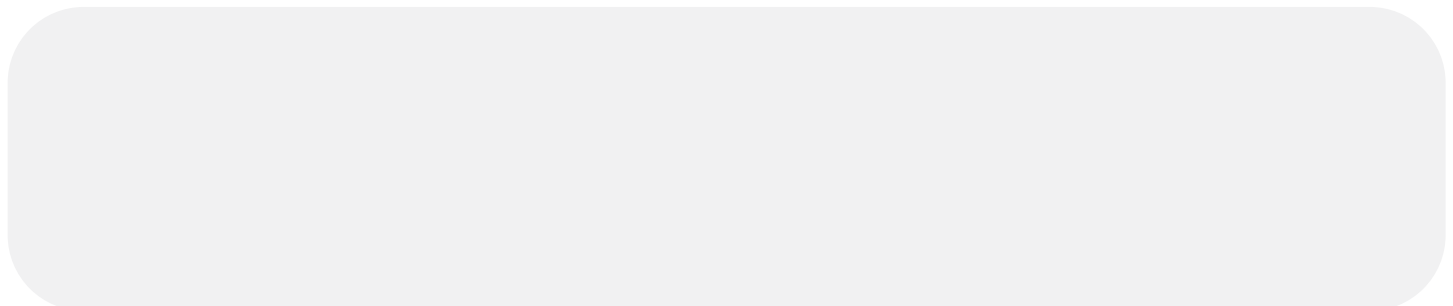
Emotions



Relationships



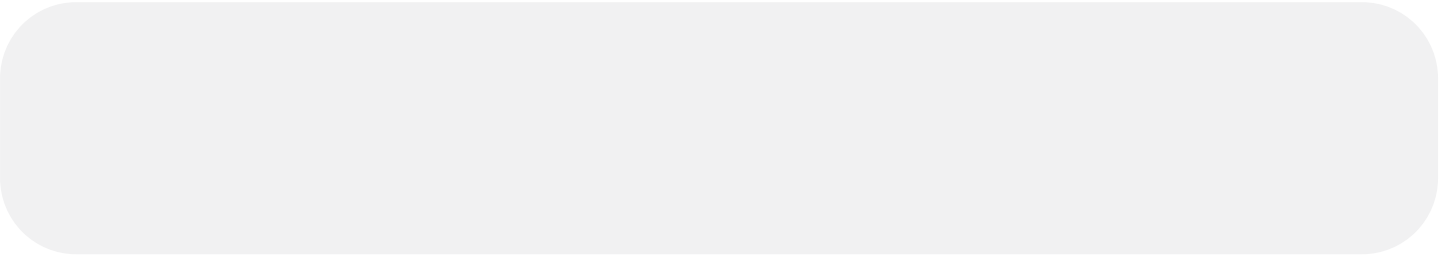
Business



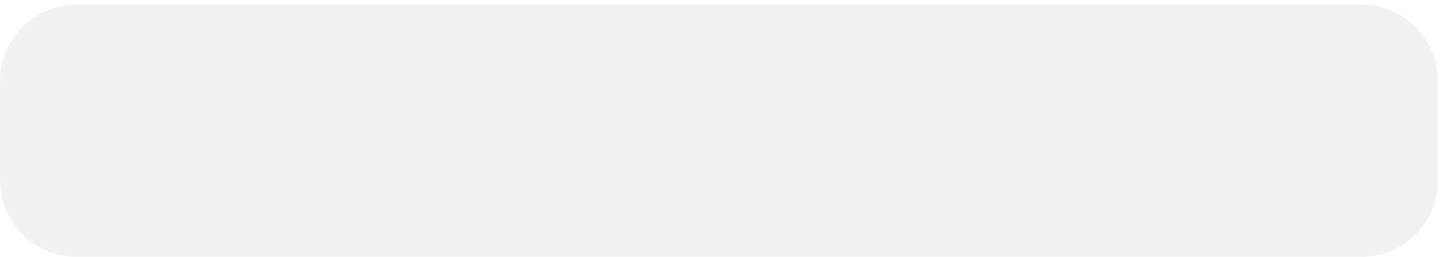
Continuation - #8 - What Are Your Issues?

Your SUCCESS Habits - Where do you want to BE in 12 months?

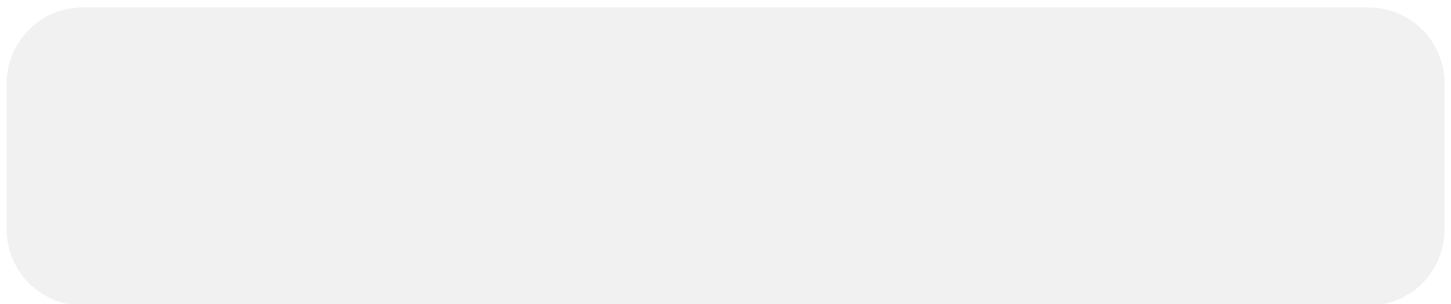
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