One-Page Business Plan Template for a Service Business

This template is suitable for freelance businesses that provide services, such as consultants, graphic designers, landscapers, delivery services, etc. For a one-page plan, the answers to questions should be one or two sentences at most.

|  |
| --- |
| Business Plan for *Company Name* at: *Date***Address *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*Phone *\_\_\_\_\_\_\_\_\_\_\_*Email *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*** |

|  |  |
| --- | --- |
|  1. **Vision**
 | This section should articulate your hopes and dreams for the business (see [How to write a vision statement for your business](https://www.thebalance.com/how-to-write-a-vision-statement-2947992)). For example:* **·***What are you creating?*
* **·***What do you see this business becoming (in x years)?*
* **·***How do you plan to grow the business and to what degree? (e.g. hire employees, open up branch outlets, take the business public, etc.)*
* **·***Do you eventually plan to*[*sell the business for profit*](https://www.thebalance.com/get-the-best-price-for-selling-business-2948480)*or to provide money for your retirement?*
 |
|  1. **Business Overview (or Mission)**
 | The business overview (or [mission](https://www.thebalance.com/mission-statement-2947996)) should describe how you intend to achieve your vision. For example:* **·***What service(s) will you provide?*
* **·***What is your*[*target market*](https://www.thebalance.com/target-marketing-2948355)*(who will buy your services)?*
* **·***How will your service offerings address the needs of the customers (e.g. what is your*[*unique selling proposition*](https://www.thebalance.com/unique-selling-proposition-2948356)*)?*
* **·***How will you provide your services (e.g. online,*[*home business*](https://www.thebalance.com/home-based-business-2948188)*, brick and mortar, etc.)?*
 |
|  1. **Pricing Strategy**
 | The pricing strategy section needs to demonstrate how your business will be profitable. Summarize your projected revenue and expenses:* **·***How much will you charge for your services?*
* **·***Briefly describe how your pricing will be competitive enough to attract customers but be high enough to generate a profit after subtracting expenses. See*[*Breakeven Analysis*](https://www.thebalance.com/breakeven-analysis-2947266)*and*[*Pricing Strategies to Increase Profitability*](https://www.thebalance.com/retail-pricing-strategies-2890279)*.*
 |
|  1. **Advertising and Promotion**
 | This section describes how you intend to get the word out to customers about your services. For example:* **·***What are the most efficient ways to market your services? (e.g.*[*business website*](https://www.thebalance.com/how-to-create-a-small-business-website-that-works-2947218)*, email,*[*social media*](https://www.thebalance.com/how-to-create-a-social-media-plan-2948529)*, newspapers). Will you use*[*sales promotional*](https://www.thebalance.com/business-promotion-definition-2947189)*methods such as pricing discounts for new customers, etc.?*
* **·***What marketing materials will be used (*[*business cards*](https://www.thebalance.com/business-cards-2947923)*, flyers,*[*brochures*](https://www.thebalance.com/brochures-5-tips-for-a-great-brochure-1794595)*, etc.)? What about*[*referrals*](https://www.thebalance.com/how-to-ask-for-referrals-and-get-more-clients-2948438)*?*
 |
|  1. **Objectives**
 | This section lists your objectives and metrics for success by time frame, as well as potential questions or challenges. For example:* **·***Capture 20 percent of the local market share by year end*
* **·***Gain 5 steady customers in the first 6 months of operation*
* **·***Earn a net income of $50,000 for the first fiscal year*

List any obstacles or concerns, for example:* **·***Winter season and/or poor spring weather reduces demand for landscaping services*
 |
|  1. **Action Plans**
 | Briefly describe the action items needed to achieve your objectives, using milestone dates. For examples:* **·***By "date" a fully-equipped*[*home office*](https://www.thebalance.com/home-office-essentials-2947096)*will be completed*
* **·***By "date" business licenses and*[*insurance*](https://www.thebalance.com/home-based-business-insurance-2947110)*acquired*
* **·***By "date" purchase of delivery van negotiated with dealer*
* **·***By "date" launch*[*business website*](https://www.thebalance.com/reasons-small-business-website-2948414)*with description of services and price list*
* **·***By "date"*[*social media marketing plan*](https://www.thebalance.com/how-to-create-a-social-media-plan-2948529)*in place and potential customers connected via Facebook and*[*LinkedIn*](https://www.thebalance.com/harness-power-of-linkedin-1794571)
* **·***By "date" subscribed to cloud-based*[*accounting software*](https://www.thebalance.com/accounting-software-advantages-2947882)*and setup customer invoice templates*

Describe possible solutions for any potential obstacles* **·***If landscaping services cannot be delivered due to weather look into providing other services, such as snow clearing or tree pruning*
 |