



# The One-Page Business Plan

Answer each question with one or two short sentences.

## OVERVIEW

What will you sell?

*Photography services that may include shooting the photos, set-up, staging, editing*

Who will buy it?

*Friends and families for personal; small businesses who can't afford a marketing agency*

How will your business idea help people?

*Save them time doing it themselves, better quality than if they did it themselves*

## KA-CHING

What will you charge?

*Have no idea; maybe by the hour*

How will you get paid?

*Pay myself a fixed hourly wage*

How else will you make money from this project?

*Could offer prints, charge for staging, diversify into video*

## HUSTLING

How will customers learn about your business?

*Drop off a printed piece at businesses so I can meet them and see their business.  
Word of mouth to friends - school meetings, girls night, tennis league*

How can you encourage referrals?

*Offer a referral fee*

## SUCCESS

The project will be successful when it achieves these metrics:

Number of customers

*3 shoots per week or 12 per month*

or

Annual net income

*Not certain about this*

*(or other metric)*

## OBSTACLES / CHALLENGES / OPEN QUESTIONS

Specific concern or question #1

*Can I make enough money to support my family?*

Proposed solution to concern #1

*Be competitive with price, aggressive marketing*