**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, and delivery services. For a one-page plan, the answers to questions should be one or two sentences.

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|  | Business Plan for *Company Name* at: *Date*  **Address *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*Phone *\_\_\_\_\_\_\_\_\_\_\_*Email *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*** |
| **Vision** | This section should articulate your hopes and dreams for the business. You can write a [vision statement](https://www.thebalancesmb.com/how-to-write-a-vision-statement-2947992). For example:  *What are you building?*  *What do you see this business becoming in x years?*  *How do you plan to grow the business and to what degree? For example, will you hire employees, open up branch outlets, or take the business public?*  *Do you eventually plan to*[*sell the business for profit*](https://www.thebalancesmb.com/get-the-best-price-for-selling-business-2948480)*or to provide money for your retirement?* |
| **Business Overview (or Mission)** | The business overview or [mission](https://www.thebalancesmb.com/mission-statement-2947996) should describe how you intend to achieve your vision. For example:  *What services will you provide?*  *What is your*[*target market*](https://www.thebalancesmb.com/target-marketing-2948355)—*who will buy your services?*  *How will your service offerings address the needs of customers, for example, what is your*[*unique selling proposition*](https://www.thebalancesmb.com/unique-selling-proposition-2948356)*?*  *How will you provide your services? Will you offer your services online, through your*[*home business*](https://www.thebalancesmb.com/home-based-business-2948188)*, or at a business location?* |
| **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.*  Consider [breakeven analysis](https://www.thebalancesmb.com/breakeven-analysis-2947266) and [pricing strategies](https://www.thebalancesmb.com/retail-pricing-strategies-2890279). |
| **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? For example, will you market them via a*[*business website*](https://www.thebalancesmb.com/how-to-create-a-small-business-website-that-works-2947218)*, email,*[*social media*](https://www.thebalancesmb.com/how-to-create-a-social-media-plan-2948529)*, or newspapers?*  *Will you use*[*sales promotional*](https://www.thebalancesmb.com/business-promotion-definition-2947189)*methods such as pricing discounts for new customers?*  *What marketing materials will be used*—[*business cards*](https://www.thebalancesmb.com/business-cards-2947923)*, flyers, or*[*brochures*](https://www.thebalancesmb.com/brochures-5-tips-for-a-great-brochure-1794595)*?*  *What about*[*referrals*](https://www.thebalancesmb.com/how-to-ask-for-referrals-and-get-more-clients-2948438)*?* |
| **Objectives** | This section lists your objectives and metrics for success by time frame, as well as potential questions or challenges. For example:  *Capture 20% of the local market share by year end*  *Gain five steady customers in the first six months of operation*  *Earn a net income of $50,000 for the first fiscal year*  List any obstacles or concerns, for example:  *Winter season or poor spring weather reduces demand for landscaping services.* |
| **Action Plans** | Briefly describe the action items needed to achieve your objectives, using milestone dates. For example:  *By "date" a fully-equipped*[*home office*](https://www.thebalancesmb.com/home-office-essentials-2947096)*will be completed.*  *By "date" business licenses and*[*insurance*](https://www.thebalancesmb.com/home-based-business-insurance-2947110)*acquired.*  *By "date" purchase of delivery van negotiated with dealer.*  *By "date" launch*[*business website*](https://www.thebalancesmb.com/reasons-small-business-website-2948414)*with description of services and price list.*  *By "date"*[*social media marketing plan*](https://www.thebalancesmb.com/how-to-create-a-social-media-plan-2948529)*in place and potential customers connected via Facebook and*[*LinkedIn*](https://www.thebalancesmb.com/harness-power-of-linkedin-1794571)*.*  *By "date" subscribed to cloud-based*[*accounting software*](https://www.thebalancesmb.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 bad weather, look into providing other services such as snow clearing or tree pruning.* |
| **Capital Needs** | How much money will it take to get started or to adapt your business model? Equipment Costs? Payroll? |
| **Site Selection** | Identify preferred business location. |
| **Request** | What resources do you need? In which area do you need assistance?   * Capital/Loans/Grants * Compliance/Regulatory Clarity * Marketing/Sales * Workforce Recruitment/Training * Other |