# The One-Page Business Plan

Answer each question with one or two short sentences.

## OVERVIEW

What will you sell?

_____

_____

Who will buy it?

_____

_____

How will your business idea help people?

_____

_____

## KA-CHING

What will you charge?

_____

_____

How will you get paid?

_____

_____

How else will you make money from this project?

_____

_____

## HUSTLING

How will customers learn about your business?

_____

_____

How can you encourage referrals?

_____

_____

## SUCCESS

The project will be successful when it achieves these metrics:

Number of customers

_____

_____

*or*

Annual net income

_____

*(or other metric)*

## OBSTACLES / CHALLENGES / OPEN QUESTIONS

Specific concern or question #1

_____

_____

Proposed solution to concern #1

_____

_____

**Note:** Every product launch is different. Use these steps as a guideline to your own. Often by adding one or two steps you would otherwise leave out, you'll get a significant increase in sales.

## THE BIG PICTURE

**1.** Ensure that your product or service has a clear value proposition.* What do customers receive when exchanging money for your offer? *This is super important! USP means "unique selling proposition" and refers to the one thing that distinguishes your offering from all others. Why should people pay attention to what you are selling? You must answer this question well.*

**2.** Decide on bonuses, incentives, or rewards for early buyers. How will they be rewarded for taking action?

**3.** Have you made the launch fun somehow? (Remember to think about non-buyers as well as buyers. If people don't want to buy, will they still enjoy hearing or reading about the launch?)

**4.** If your launch is online, have you recorded a video or audio message to complement the written copy?

**5.** Have you built anticipation into the launch? Are prospects excited?

**6.** Have you built urgency—not the false kind but a real reason for timeliness—into the launch?

**7.** Publish the time and date of the launch in advance (if it's online, some people will be camped out on the site an hour before, hitting the refresh button every few minutes).

**8.** Proofread all sales materials multiple times . . . and get someone else to review them as well.

**9.** Check all Web links in your shopping cart or payment processor, and then double-check them from a different computer with a different browser.

## NEXT STEPS

**10.** If this is an online product, is it properly set up in your shopping cart or with PayPal?

**11.** Test every step of the order process repeatedly. Whenever you change any variable (price, order components, text, etc.), test it again.

**12.** Have you registered all the domains associated with your product? (Domains are cheap; you might as well get the .com, .net, .org, and any very similar name if available.)

**13.** Are all files uploaded and in the right place?

**14.** Review the order page carefully for errors or easy-to-make improvements. Print it out and share it with several friends for review, including a couple of people who don't know anything about your business.

**15.** Read important communications (launch message, order page, sales page) out loud. You'll probably notice a mistake or a poorly phrased sentence you missed while reading it in your head.

**16.** Have you or your designer created any custom graphics for the offer, including any needed ads for affiliates or partners?

## MONEY MATTERS

**17.** Set a clear monetary goal for the launch. How many sales do you want to see, and how much net income? (In other words, what will success look like?)

**18.** Advise the merchant account or bank of incoming funds.*
*Merchant accounts are paranoid about large sums of money arriving in a short period of time. If you don't give them a heads-up, you might run into problems.*

**19.** Create a backup plan for incoming funds if necessary (get an additional merchant account, plan to switch all payments to PayPal, etc.).

**20.** Can you add another payment option for anyone who has trouble placing an order?

**21.** For a high-priced product, can you offer a payment plan? (Note: It's common to offer a slight discount for customers paying in full. This serves as an incentive for customers who prefer to pay all at once while providing an alternative for those who need to pay over time.)

## THE NIGHT BEFORE

**22.** Clear as much email as possible in addition to any other online tasks so you can focus on the big day tomorrow.

**23.** Write a strong launch message to your lists of readers, customers, and/or affiliates.

**24.** Prepare a blog post and any needed social media posts (if applicable).

**25.** Set two alarm clocks to ensure that you're wide awake and available at least one hour before the scheduled launch.

## THE BIG MORNING

**26.** Schedule your launch time to suit your audience, not you. All things being equal, it's usually best to launch early in the morning, East Coast time.

**27.** Soft launch at least ten minutes early to make sure everything is working. It's better for you to find the problems than to have your customers find them!

**28.** Write the first three to five buyers to say thanks and ask, "Did everything go OK in the order process?" (Side benefit: These buyers are probably your biggest fans anyway, so they'll appreciate the personal check-in.)

**29.** As long as it's possible, send a quick personal note to every buyer in addition to the automated thank-you that goes out. (If it's not possible every time, do it as often as you can.)

## PROMOTION (CAN BE DONE ON THE DAY OF LAUNCH OR BEFORE)

**30.** Most important: Ask for help spreading the word. Many readers, prospects, and acquaintances will help by telling their friends and followers, but you have to ask them.

**31.** Write to affiliates with a reminder about the new offering.

**32.** Write to journalists or media contacts, if appropriate.

**33.** Post on Twitter, Facebook, LinkedIn, and any other social networks you already participate in. (It's not usually a good idea to join a new network just to promote something.)

## FOLLOW-UP (DO THIS IN ADVANCE)

**34.** Write the general thank-you message that all buyers will receive when purchasing.

**35.** If applicable, write the first message for your email follow-up series that buyers will receive.

**36.** Outline additional content for future communication and plan to schedule it after you recover from the launch.

## GOING ABOVE AND BEYOND

**37.** How can you overdeliver and surprise your customers with this product? Can you include additional deliverables or some kind of unadvertised benefit?

**38.** Is there anything special you can do to thank your customers? (For a high-price launch, send postcards to each buyer; for something extra, call a few of your customers on the phone.)

## THE SECOND TO LAST STEP

**39.** Don't forget to celebrate. It's a big day that you've worked up to for a long time. Go out to your favorite restaurant, have a glass of wine, buy something you've had your eye on for a while, or otherwise do something as a personal reward. You've earned it.

## THE VERY LAST STEP

**40.** Start thinking about the next launch. What can you build on from this one? What did you learn that can help you create something even better next time?

Remember, many customers will support you for life as long as you keep providing them with great value. It's much easier to sell to an existing customer than to a new one, so work hard to overdeliver and plan ahead for the next project. (For example, when promising a thirty-nine-step checklist, throw in an extra step.)

**1.** **You need to care about the problem you are going to solve, and there has to be a sizable number of other people who also care.** Always remember the lesson of convergence: the way your idea intersects with what other people value.

**2.** **Make sure the market is big enough.** Test the size by checking the number and relevancy of Google keywords—the same keywords you would use if you were trying to find your product. Think about key- words that people would use to find a solution to a problem. If you were looking for your own product online but didn't know it existed, what keywords would you search for? Pay attention to the top and right sides of the results pages, where the ads are displayed.

**3.** **Focus on eliminating "blatant admitted pain."** The product needs to solve a problem that causes pain that the market knows it has. It's easier to sell to someone who knows they have a problem and are convinced they need a solution than it is to persuade someone that they have a problem that needs solving.

**4.** **Almost everything that is being sold is for either a deep pain or a deep desire.** For ex- ample, people buy luxury items for respect and status, but on a deeper level they want to be loved. Having something that removes pain may be more effective then realizing a desire. You need to show people how you can help remove or reduce pain.

**5.** **Always think in terms of solutions.** Make sure your solution is different and better. (Note that it doesn't need to be cheaper—compet- ing on price is usually a losing proposition.) Is the market frustrated with the current solution? Being different isn't enough; differentiation that makes you better is what's required. There's no point in introducing something if the market is already satisfied with the solution—your solu- tion must be different or better. It's significance, not size, that matters.

**6.** **Ask others about the idea, but make sure the people you ask are your potential tar- get market**. Others may provide insignificant data and are therefore biased and uninformed. Therefore, create a persona: the one person who would benefit the most from your idea. Ex- amine your whole network—community, friends, family, social networks—and ask yourself if any of these people match your persona. Take your idea to this person and discuss it with him or her in detail. This will get you much more rel- evant data than talking to just anyone.

**7.** **Create an outline for what you are doing and show it to a subgroup of your community.** Ask them to test it for free in return for feed- back and confidentiality. As a bonus, the sub- group feels involved and will act as evangelists. Giving builds trust and value and also gives you an opportunity to offer the whole solution. Use a blog to build authority and expertise on a subject. Leave comments on blogs where your target audience hangs out.

*\*Parts of this section are based on the advice of Jonathan Fields, the smartest guy I know in market testing. Learn more at JonathanFields.com.*

# The One-Page Promotion Plan

**Goal:** To actively and effectively recruit new prospects to your business without getting overwhelmed.

## DAILY

- Maintain a regular social media presence without getting sidetracked or overwhelmed. Post one to three helpful items, respond to questions, and touch base with anyone who needs help.

- Monitor one or two key metrics (no more!). *Read more about this in Chapter 13.*

## WEEKLY

- Ask for help or joint promotions from colleagues and make sure you are being helpful to them as well.

- Maintain regular communication with prospects and customers.

## AT LEAST MONTHLY

- Connect with existing customers to make sure they are happy. (Ask: "Is there anything else I can do for you?")

- Prepare for an upcoming event, contest, or product launch (see Chapter 8).

## ONCE IN A WHILE

- Perform your own business audit *(see Chapter 12)* to find missing opportunities that can be turned into active projects.

- Ensure that you are regularly working toward building something significant, not just reacting to things as they appear.