

WHOLE BOSS ONE-PAGE BUSINESS PLAN

The Holistic Approach to Building a Business You Love

You-Centered Business

Who are you?

List your passions and talents.

Your Business Model

How do you want to serve?

- 1-on-1 coaching
- group coaching
- online courses
- membership site
- speaking/live events
- physical products
- author/books
- affiliate marketing/MLM
- other: _____

Your Ideal Client

Who do you want to serve?

Your \$ Goal:

Your revenue goal for the year

Your Time Goal:

How many work hours per week

Client-Centered Services

Their Struggles

Your ideal clients biggest fears, questions and struggles.

Your Products

How can you help them solve their problems?

Freebie:

Low end offer:

Main offer:

High end offer:

Your Content

How will you reach your ideal clients?

- blog/content upgrades
- videos/lives
- podcast
- guest post/articles
- virtual summits
- emails/newsletters
- ads
- social media: _____