



No.01

THE ONE PAGE BUSINESS PLAN EDIT

@RARAPR

#PRBYYOU

THE ONE PAGE BUSINESS PLAN EDIT

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EXPRESSION OF VALUE

AN EASY TO FOLLOW FORMAT.

**TEMPLATES TO ASSIST YOU WITH STARTING YOUR
BUSINESS**

UP-LEVEL YOUR BUSINESSES TOOLS.

SYSTEMISE YOUR STRATEGY DOCUMENTS.

A SERIES OF ONE PAGE BUSINESS PLANS.

INCLUDING:

- **ONE PAGE BRAND STRATEGY**
- **ONE PAGE MARKETING PLAN**
- **ONE PAGE PR PLAN**
- **ONE PAGE START-UP CHECK LIST**
- **ONE PAGE BUSINESS PLAN**
- **ONE PAGE TARGET AUDIENCE PLAN**
- **ONE PAGE GOALS AND ACTIONS PLAN**
- **ONE PAGE FINANCE PLAN**
- **ONE PAGE PRODUCTS AND SERVICES PLAN**
- **ONE PAGE KEY DATES CALENDAR**

THE ONE PAGE BUSINESS PLAN EDIT EXPLAINED

This series of one page plans are designed to guide you towards a more thoughtful, strategic and meaningful approach to various areas of your business when it comes to setting up a new business or cleaning up an established business.

Great PR always grows from good business foundations.

While not exhaustive, these one page business plan documents are absolutely a great place to start and have been designed to diffuse overwhelm when it comes to helping you to feel more strategic and thoughtful in your approach to brand strategy and ultimately business growth.

**THE ONE
PAGE
BUSINESS
PLAN EDIT**

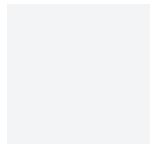
BRAND NAME GOES HERE

CONTENTS

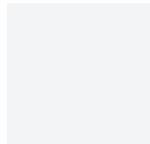
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OVERVIEW OF YOUR BUSINESS PLAN

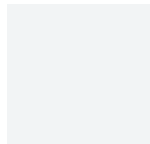
When approaching your content you need to consider who you are trying to reach. How old are they, where do they live, what are they inspired by, what are their problems and how does your business solve them. The below is a basic outline of the target audience profiling and the anatomy of a customer.



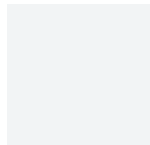
Your business idea



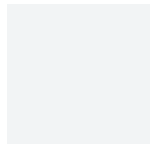
Your competitor analysis



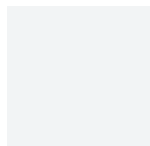
Your target audience



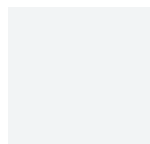
Your goals & actions



Your products & services



Your finances & revenue



Your one page plans

- One Page Business Plan
- One Page Brand Strategy Plan
- One Page Marketing Plan
- One Page PR Plan
- One Page Start-Up Checklist
- Goals and Actions Planner
- Key Dates Planner

YOUR BUSINESS IDEA

YOUR BUSINESS IDEA:

WHAT WILL YOU/YOUR BUSINESS BE KNOWN FOR?

WHAT DO YOU NEED TO RESEARCH BEFORE YOU BEGIN?

EXPECTED LAUNCH DATE:

YOUR COMPETITOR ANALYSIS

LIST YOUR COMPETITION:

WHAT DO YOU DO THAT THEY DON'T:

WHAT DO THEY DO THAT YOU DON'T:

WHAT DO YOU AND YOUR COMPETITORS ALL DO

WHAT CAN YOU AMPLIFY AS UNIQUE TO YOUR BUSINESS? (THIS IS HOW TO PR SOMETHING WELL).

YOUR TARGET AUDIENCE

WHO ARE YOU TARGETING?

HOW OLD IS YOUR AUDIENCE?

WHERE DO THEY LIVE?

WHERE DO THEY CONSUME THEIR CONTENT?

WHAT DO THEY EARN?

ANY OTHER IMPORTANT FACTS ABOUT YOUR IDEAL AUDIENCE?

THE CHALLENGES AND PROBLEMS OF YOUR IDEAL AUDIENCE THAT YOU SOLVE?

NOTES:

YOUR PRODUCTS & SERVICES

WHAT INDUSTRY/CATEGORY WILL YOUR BUSINESS BE IN?

WHAT WILL YOU/YOUR BUSINESS BE KNOWN FOR?

WHAT WILL YOU BE SELLING? HERO PRODUCTS? TOP TIER AND LOW TIER PRODUCTS?

HOW WILL YOU BE DIFFERENT?

WHAT IS THE SOCIAL IMPACT OF YOUR BUSINESS?

YOUR FINANCES & REVENUE

LIST THE PRICES OF YOUR PRODUCTS & SERVICES:

DEFINE YOUR REVENUE MODEL & BUSINESS STRUCTURE: HOW DOES YOUR BUSINESS MAKE MONEY?

ANNUAL REVENUE GOAL:

2 YEAR ANNUAL REVENUE GOAL

5 YEAR ANNUAL REVENUE GOAL

ESTIMATE START-UP COSTS

BUSINESS OPERATION COSTS ON-GOING

THE ONE PAGE BUSINESS PLAN

NAME OF YOUR COMPANY

INDUSTRY

WHAT WILL YOU SELL

TARGET MARKET

TARGET AUDIENCE

LOCATION

PRODUCT OFFERING

POINT-OF-DIFFERENCE

12-MONTH BUSINESS GOAL

2-YEAR BUSINESS GOAL

5-YEAR BUSINESS GOAL

10-YEAR BUSINESS GOAL

THE ONE PAGE BRAND STRATEGY

CORE VALUES

DEFINE YOUR VISION: ULTIMATE OUTCOME

DEFINE YOUR MISSION: HOW TO GET THERE

DEFINE YOUR HOW: PROCESS

DEFINE YOUR WHAT: PRODUCTS & SERVICES

DEFINE YOUR WHY: PURPOSE

WHO: TARGET AUDIENCE

BRAND ESSENCE & ETHOS

BRAND PERSONALITY

BRAND BENEFITS: FUNCTIONAL & EMOTIONAL

THE ONE PAGE MARKETING PLAN

<p>YOUR TARGET MARKET</p>	<p>YOUR KEY MESSAGE</p>	<p>THE MEDIA MIX TO REACH YOUR CUSTOMERS</p>
<p>YOUR MARKETING CHANNELS</p>	<p>HOW CUSTOMERS WILL SPREAD THE WORD</p>	<p>YOUR BUDGET</p>
<p>CAMPAIGN #1 RESOURCES CHANNEL KEY DATES GOAL</p>	<p>CAMPAIGN #2 RESOURCES CHANNEL KEY DATES GOAL</p>	<p>CAMPAIGN #3 RESOURCES CHANNEL KEY DATES GOAL</p>

THE ONE PAGE PR PLAN

KEY OBJECTIVES:

INVESTMENT

TARGET MARKET & TARGET AUDIENCE

CAMPAIGN KEY MESSAGES

STORY ANGLES

TACTICS & ACTIVATIONS

MEDIA & INFLUENCER TARGETS

TIMEPATH

THE ONE PAGE START-UP CHECK-LIST

SET-UP

- Decide on your big business idea
- Research the competition
- Decide on your business name
- Register your business name
- Secure the domain name
- Brainstorm your product offering
- Get clear on your revenue structure

ORGANISATION

- Define your company structure
- Secure your suppliers/resourcing
- Define your team structure
- Secure your location of trade
- Determine pricing and profit margin
- Set-up finance forecasting spreadsheet
- Set-up project management tools

BRANDING

- Register any trademarks required
- Find a brand and PR strategist
- Design Logo/Brand Identity
- Secure Style Guide (fonts & colours)
- Get clear on your values & messaging
- Secure copywriting for your website
- Launch your website
- Create and order printing collateral

MARKETING

- Define marketing channels
- Set up all social media channels
- Define marketing budget
- Settle on key promotional dates
- Engage PR
- Build email list
- Get clear on how to reach customers

PUBLIC RELATIONS

- Find PR Manager
- Secure content strategy
- Secure key messaging
- Secure photos and imagery
- Schedule special events
- Plot media strategy
- Engage key influencers

SOCIAL MEDIA

- Clarify messaging
- Secure content planners
- Define visual strategy
- Secure photos and imagery
- Plan promotions and events
- Set-up scheduling tools

OTHER

KEY DATES

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

BUSINESS PLAN CHECKLIST

- REVIEW THE DOCUMENT
- MAKE A COPY TO KEEP ORIGINAL
- FOLLOW THE PROMPTS TO CREATE YOUR BUSINESS PLAN
- DELETE WHAT YOU DON'T NEED
- TICK, YOU'RE ON YOUR VERY, MERRY WAY TO A MORE THOUGHTFUL AND STRATEGIC APPROACH TO YOUR BUSINESS.

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BRAND NAME GOES HERE

GET THE PR GOODS

For more PR goods be sure to visit our free resources page, sign-up to our newsletter and check out our shop for accessible PR options for you, your clients or your business at any stage of your PR journey.

[LEARN MORE](#)

raraPR is above all the sum of people who together help build brands and share stories. We are present in our determination to make a positive difference to the world by representing individuals and businesses doing good. We are an extension of the personal stories within us, those that we exist for and those within you that need to be heard.

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