

ONE PAGE BUSINESS PLAN: **PART 1**  
**WORKBOOK**

---

WHO ARE YOU & WHO DO YOU SERVE?

**BACELINE**  
**BOOST**





# CORE VALUES

At the foundation of every business are core values. They are essential in shaping your identity, boosting your reputation and setting your brand apart. These fundamental principles build trust, impact consumer preference for purchasing from purpose-driven brands, they boost employee performance, and they elevate culture which boosts revenue.

Evaluate your business and complete the following:

What behaviors or actions does your business value?

What are your priorities?

Describe your reputation.

Why do your customers choose your business and what keeps them coming back?



## CORE VALUE EXERCISE

Circle ten (or add your own) that are most applicable to your business. Then choose the top 3-5 core values that are most important and write them below.

Accountability	Courage	Fun	Integrity	Purposeful	Sustainability
Authenticity	Curiosity	Gratitude	Leadership	Quality	Teamwork
Boldness	Customers First	Genuine	Loyalty	Rapport	Tenacious
Collaboration	Dependability	Honesty	Nimble	Resourcefulness	Transparency
Constant Improvement	Diversity	Humility	Ownership	Results-driven	Trust
Commitment	Excellence	Improving	Passion	Reputation	
Communication	Exceptional	Innovation	Perseverance	Simplicity	



# IDEAL CUSTOMERS

It's critical to know your ideal customers. As loyal brand ambassadors, they are the foundation of your marketing, sales, and service strategies.

Evaluate your business and complete the following:

What do your customers value? (Why do they keep coming back to your business?)

What are your customers demographics? (Age, gender, marital status, occupation, income level, interests?)

What are their pain points? (If their problem isn't solved, do they seek out your competitors?)

How do they prefer to interact with your business? (What channels are they on? How do they like to be notified of specials?)

What is the one thing your customers never want your business to stop doing?