

ONE PAGE BUSINESS PLAN: **PART 3**
WORKBOOK

WHAT ARE YOUR 3 YEAR GOALS &
WHAT ARE YOUR 1 YEAR GOALS?

BACELINE
BOOST



YOUR 3 YEAR GOALS

Your business goals should be tied to key results and they should be SMART: Specific, Measurable, Achievable, Realistic and Time-bound. Track your progress, review your goals frequently and adjust them to maximize their benefit.

Evaluate your business and complete the following:

What are your revenue goals and how do you plan to achieve them?

What are your profitability goals and how do you plan to achieve them?

How do you navigate a seasonal revenue slump and what is your savings plan to offset the slowdown?

What are your goals to increase your customer base?

What efficiencies do you plan to implement?

What people do you need to hire?



YOUR 3 YEAR GOALS

Goals create a roadmap to direct your business achievements. Tracking them ensures you are making progress and provides insight into whether your strategies are working. Share goals with your team to boost their performance in contributing to business success. Setting goals can help you advance professionally and personally. Strive to align business and personal goals to accomplish your work-life balance.



Long-term goals require advance planning and consistent effort over a long period of time. Long-term goals importantly provide a benchmark to measure progress and define achievement and success.

EXAMPLES:

- \$_____ Revenues
- \$_____ % Profit Margin
- Owner working _____ productive hours a week
- Expand loyal, hardworking team by _____ number of employees
- Workout _____ times weekly
- Expand cross promotional partners by _____ (number)
- Launch _____ (number) of new products or services
- Increase social media following by _____%



YOUR 1 YEAR GOALS

After identifying your three year goals, list what needs to get done in the next twelve months to achieve your three year goals. Your goals should be tied to key results and they should be SMART: Specific, Measurable, Achievable, Realistic and Time-bound. Track your progress, review your goals frequently and adjust them to maximize their benefit.

Evaluate your business and complete the following:

What are your revenue goals and how do you plan to achieve them?

What are your profitability goals and how do you plan to achieve them?

How do you navigate a seasonal revenue slump and what is your savings plan to offset the slowdown?

What are your goals to increase your customer base?

What efficiencies do you plan to implement?

What people do you need to hire?



YOUR 1 YEAR GOALS

Goals create a roadmap to direct your business achievements. Tracking them ensures you are making progress and provides insight into whether your strategies are working. Share goals with your team to boost their performance in contributing to business success. Setting goals can help you advance professionally and personally. Strive to align business and personal goals to accomplish your work-life balance.



Short-term goals are tied to what you want to accomplish in the near future. Short-term goals are the specific actions you take to support a broader vision and they pave the way to achieve longer-term goals.

EXAMPLES:

- \$_____ Revenues
- \$_____ % Profit Margin
- Owner working _____ productive hours a week
- Increase website traffic by _____%
- Boost customer reviews by _____%
- Exercise _____ times weekly
- Daily smoothie with greens
- Boost email subscription rate by _____%