

<p><b>Your Business Identity</b></p> <p><i>Who You Are</i></p> <p><i>What You Provide</i></p> <p><i>What is Your Niche</i></p> <p><i>What are Your Values</i></p>	<p><b>Your Business Destiny</b></p> <p><i>What is Your Ultimate Dream</i></p> <p><i>What are Your Best Results</i></p> <p><i>What is Our Unfair Advantage We Hold in the Marketplace</i></p> <p><i>What is the Best and Greatest Outcome for the Future</i></p>	<p><b>Unique Value Proposition</b></p> <p><i>What is the Crisis for the Customer</i></p> <p><i>Who or What Creates the Crisis</i></p> <p><i>How do I Solve the Crisis for the Customer</i></p> <p><i>How Do I Guide the Customer in the Process of Success and Great Value</i></p> <p><i>Why Our Products and Services are Highly Valuable</i></p>	<p><b>Your Customers</b></p> <p><i>Who is My Customer</i></p> <p><i>What are the Customer's Needs</i></p> <p><i>What are the Customer's Greatest Fears - and How We Solve Them</i></p> <p><i>Where My Customer Exists and How I Will Communicate with Him/Her</i></p>	<p><b>The Customer Experience</b></p> <p><i>What Will Exceed the Customer's Expectations - and How We Do It</i></p> <p><i>How We Build a Long-Term Relationship with the Customer</i></p> <p><i>What Makes Us Better and More Trustworthy from the Competition</i></p> <p><i>What Experience Do We Provide that Makes Us Highly Memorable</i></p>
<p><b>The Products, Services and Revenue Streams</b></p> <p><i>What Products and/or Services We Offer</i></p> <p><i>What Revenue Streams We Have</i></p> <p><i>Why Our Products and Services are Highly Valuable</i></p>	<p><b>The Profit and Income Model</b></p> <p><i>How We Make Effective Amounts of Profit and Income</i></p> <p><i>How Our Supply Chain, Inventory and Cash Management Systems are Successful</i></p> <p><i>How Our Operations and Management Strategies Position Us For Greater Profitability</i></p>		<p><b>The Key Metrics for Success</b></p> <p><i>Financial Metrics</i></p> <p><i>Sales and Marketing</i></p> <p><i>Product/Service Profitability and Effectiveness</i></p> <p><i>Operations Performance</i></p>	

# SINGLE SHEET BUSINESS PLAN

