



THE AUSTRALIAN SMALL-BUSINESS

The 1-Page Business Plan

Nine questions that tell you more than a forty page
document nobody ever opens.

Nine questions, one page

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One page you finish beats forty you don't

Most business plans die somewhere around page twelve, because they were written for a bank manager who never asked for one. This is the version you actually use: nine questions, one page, half an hour.

Answer them in your own words. Rough is fine. If you cannot answer three of them yet, that is not a failure, that is your to-do list.

How to use this

Three sections, three questions each. Write your answers straight in, or copy them onto one page. Come back and change them whenever the business changes, because it will.

1

What you actually do

Get this bit clear and everything else gets easier.

☐

What do you sell?

In one sentence, no jargon. If a stranger could not repeat it back, keep going.

☐

Who is it for?

One real customer, not "everyone". Age, area, trade, situation, whatever fits.

☐

What problem does it solve?

What is the annoying thing in their life that goes away when they pay you?

2

The money

The part most plans skip until it is too late.

☐

What do you charge?

A number. Hourly, fixed, per job, per month. Guess if you have to, then test it.

☐

What does each sale cost you?

Materials, time, fees, travel. What is left over is the bit you live on.

☐

How many sales a month to be OK?

Work out the number that covers your costs and pays you. Now you have a target.

3

Getting found and staying honest

A plan nobody can find is a diary.

**How will people find you?**

Pick three ways and only three. Word of mouth counts, so does Google.

**Why you and not the other bloke?**

One honest reason. Cheaper is a fragile answer, so try to find a better one.

**What has to be true for this to work?**

Your assumptions, written down. These are the things to check first.

The LOVE checklist

Six things worth a tick on your own site — the marketing we'd be proud to put our name to.

- ☐ **Honesty**
No misleading claims, no fake urgency. You can back up what you say (ACL — and it's just decent).
- ☐ **Consent & privacy**
A clear collection notice, opt-in email only, and an unsubscribe that actually works.
- ☐ **Accessibility**
Readable contrast, alt text on images, and a site people can use with a keyboard (WCAG basics).
- ☐ **AI, labelled**
If AI helped make the words or images, say so. Trust beats pretending.
- ☐ **People first**
No dark patterns, no manipulative pop-ups, no tricks to get the click. Respect the visitor.
- ☐ **You own it**
Your data, your accounts, your assets — all in your name, ready to leave with if you ever need to.

Want a hand with any of this?

We'll happily do the lot for you, and hand you the keys. No lock-in, ever — that's the whole point.

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