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| **Mission:** the mission for your business guides everything that you do. Keep it simple by finding the lowest common denominator. |
| **Objectives:**Objectives are general directions for your business. They outline what you want the business to look like in the future. Stay focused on your Mission Statement. |
| **Objective 1:** | **Objective 2:** | **Objective 3:** | **Objective 4:** |
| **SMART Goals**: Remember, a goal without a deadline is just a dream! **S** – Specific **M** – Measurable **A** – Attainable **R** – Rewarding **T** – Timed |
| **SMART Goal a):**  | **SMART Goal a):**  | **SMART Goal a):**  | **SMART Goal a):**  |
| **Action Plan:**  | **Action Plan:**  | **Action Plan:**  | **Action Plan:**  |
| **SMART Goal b):**  | **SMART Goal b):**  | **SMART Goal b):**  | **SMART Goal b):**  |
| **Action Plan:**  | **Action Plan:**  | **Action Plan:**  | **Action Plan:**  |
| **Action Plans:** Every goal must have an action plan that explains how that goal will be accomplished. Explain who will do what, where, when, how, and how often. |

**Plan to Succeed** The One Page Business Plan