



# The One Page Business Plan



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# THE ONE-PAGE BUSINESS PLAN FOR START-UP FREELANCE TRAINERS

IF YOU'RE IN THE EARLY STAGES OF SETTING UP AS A FREELANCE TRAINER, YOUR ONE-PAGE BUSINESS PLAN MAY BE BASED ON SOME BEST GUESSES AND EXPERIMENTATION. THAT'S OK - EVERYONE HAS TO START SOMEWHERE.

THERE ARE 13 MAIN AREAS THAT YOU MAY WANT TO THINK ABOUT - AIM FOR A HEADING AND A FEW BULLET POINTS OR SENTENCES FOR EACH SECTION:

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# 1. YOUR ELEVATOR PITCH

## THAT'S SUPER DO-ABLE RIGHT?

Just write a simple sentence to describe what you do, whom you do it for and what makes you different.



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## 2. YOUR CLIENTS' PROBLEM(S)/DESIRE(S)

Will your training business solve a problem for your clients or satisfy a desire?

For example, will you provide training that gives staff knowledge that is essential to their job or will you focus on helping companies transition through a period of high growth or into a new industry?



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### 3. THE SOLUTION

How will you solve your clients' problems or desires? What makes your solution valuable to your target audience?



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## 4. YOUR AUDIENCE

Who are your most important clients or client groups? What are their defining qualities? How can you recognise them? At this stage, you might want to think about how you most want to work with based on past experiences or people within your network.



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## 5. MARKETING CHANNELS

Now you know who you want to reach, you need to identify how you plan to reach them. Where do your clients spend time, on and offline? How will you find them? How do they want you to communicate with them? Do they prefer a specific form of communication or social media channel? Where do you plan to focus your marketing initially?



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## 6. DIFFERENTIATOR

What makes you different from your competitors? What is different or unique about the solution you offer?



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## 7. PRICE/REVENUE

Identify what you plan to sell – this might include your pricing model, such as offering fixed price training packages or using a daily/hourly rate – and how much you plan to charge.



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## 8. COSTS

Think about what costs you will face in order to run your business. How much will you need to spend on things like a virtual assistant, accountant, CRM software, website hosting, marketing, advertising, and so on?



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## 9. RESOURCES

Think about what resources, systems and activities would support your business. What do you need outside of yourself to keep your business running?



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## 10. YOUR ADVANTAGES

Can you identify any advantages you have over your competitors? For example, is there someone in your network who could provide referrals? Do you have specific experience within your industry that other trainers may not share? Do you have qualifications that set you apart?



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# 11. DATA / METRICS

Think about how you plan to measure the progress of your business. Will you look at sales revenue, the number of bookings, hours worked, website traffic, social media metrics, or a combination of all of these?



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## 12. YOU

It's helpful to think about who you are and how you want to portray your personal brand. Will you be happy working with this client group? Do you feel excited by your business model? Will you be able to live a balanced lifestyle?



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## 13. YOUR GOALS

Your one-page business plan is also a great place to list your goals. What do you want to achieve over the next month, quarter, year or five years?

By writing your goals down, it's easier to keep an eye on working towards them.



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# 14. YOUR ONE-PAGE BUSINESS PLAN

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- 2.
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- 12.
- 13.

## THE TRAINERS TRAINING COMPANY

Sharon Gaskin helps freelance trainers start and grow successful businesses.

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