

# Plan to Succeed

The One Page Business Plan



FARM CREDIT

**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):**

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**SMART Goal a):**

**SMART Goal a):**

**Action Plan:**

i.

**Action Plan:**

i.

**Action Plan:**

i.  
ii.  
iii.

**Action Plan:**

i.  
ii.

**SMART Goal b):**

**SMART Goal b):**

**SMART Goal b):**

**SMART Goal b):**

**Action Plan:**

i.  
ii.  
iii.

**Action Plan:**

i.  
ii.  
iii.

**Action Plan:**

i.  
ii.

**Action Plan:**

i.  
ii.

**Action Plans:** Every goal must have action plans that explain how that goal will be accomplished. Explain who will do what, where, when, how, and how often.