



SCALE UP ONE PAGE STRATEGIC PLAN

Business Name:

Business Mission Statement	
Business Brand Promise	
SCALE UP Revenue Goal:	Year:
Audience of One™	

Maximum of 3 Core Product or Service Offerings for Next 12 Months

OFFER	INVESTMENT, INCLUSIONS & BENEFITS
Offer 1:	
Offer 2:	
Offer 3:	

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How You Will Let Others Know About Your Offerings? Which Marketing Streams will you use consistently to grow your business? Which Marketing Strategy will you leverage?



Strategy	Coordinating KPIs

Sales Plan

Number Booked	Number Held	Number Closed

Support You Need to Achieve SCALE UP Goal

Operations Team	Talent Team	Sales Team

Top 4 Initiatives for the Next 12 Months

Quarter 1:	Quarter 2:
Quarter 3:	Quarter 4: