

Module 4 Template

Your One-Page Business Summary

YOUR BUSINESS AT A GLANCE

Business Name: _____

Your Name: _____

Location: _____

Date: _____

YOUR SERVICE (The Heart of Your Business)

AI Prompt: "Help me write a clear, simple description of my [your service] business that explains what I offer and who it's for in just 2-3 sentences."

What you offer:

YOUR CUSTOMERS (Who Needs This?)

AI Prompt: "Based on my research, help me describe my typical customers for [your service] in a clear paragraph."

Who your customers are:

Your main customer types:

1. _____
 2. _____
 3. _____
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THE PROBLEM YOU SOLVE (Why They Need You)

AI Prompt: "Help me explain what problems my [your service] business solves for customers and why they can't or won't do it themselves."

What problem you solve:

Why customers hire you instead of doing it themselves:

HOW YOU'LL FIND CUSTOMERS (Your Marketing)

AI Prompt: *"Suggest the most effective ways to find customers for a [your service] business on the Isle of Man."*

How you'll tell people about your service:

Where you'll advertise/market:

- ---
 - ---
 - ---
-

YOUR PRICING (What You'll Charge)

AI Prompt: *"Help me explain my pricing strategy for [your service] based on local market rates and my target income goals."*

What you'll charge:

How this compares to competitors:

Why customers will pay this amount:

YOUR COSTS (What It Takes to Run)

AI Prompt: *"What are the typical monthly costs for running a small [your service] business, and help me estimate my total monthly expenses."*

Monthly costs to run your business:

- ---
- ---
- ---
- ---

Total estimated monthly costs: £ _____

★ WHAT MAKES YOU DIFFERENT (Your Advantage)

□ **AI Prompt:** "Based on my competition research, help me clearly explain what makes my [your service] business different and better than alternatives."

Why customers should choose you:

Your unique advantages:

- ---
- ---
- ---

YOUR SUCCESS SUMMARY

□ **AI Prompt:** "Help me write a confident summary paragraph that brings together my goals, customers, and advantages into a compelling description of my business opportunity."

Your business opportunity in one paragraph:

QUICK REFERENCE FOR CONVERSATIONS

Elevator Pitch (30 seconds)

"I [what you do] for [who you serve] because [main problem you solve]. What makes me different is [main advantage]. I'm aiming to [key goal] by [timeframe]."

Your version:

Key Numbers to Remember

- Target customers: _____ by end of year 1
- Monthly income goal: £ _____
- Monthly costs: £ _____
- Hourly/job rate: £ _____

Main Advantages to Highlight

1.

2.

USING YOUR ONE-PAGE SUMMARY

Perfect for Showing To:

- Bank managers** - Shows you've thought everything through
- Business advisors** - Gives them all the key information
- Potential customers** - Explains what you offer clearly
- Family/friends** - Helps them understand and support you
- Government support services** - Required for grants and schemes

How to Present It:

- Print it out** - Looks professional on paper
 - Email as PDF** - Easy to share digitally
 - Practice explaining it** - Use it as your talking points
 - Update regularly** - Adjust as you learn more
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AI TIPS FOR REFINING YOUR SUMMARY

Making It Sound More Professional

- Polish your language:** *"Make this description of my business sound more professional while keeping it simple and clear: [paste your text]"*

Testing Your Logic

- Check for gaps:** *"Review my business summary and tell me if anything important is missing or unclear: [paste your summary]"*

Getting Feedback

- Role-play conversations:** *"Act like a potential customer reading my business summary. What questions would you have?"*

Tailoring for Different Audiences

- Bank version:** *"Help me adjust this summary to focus on what a bank manager would want to know."*
 - Customer version:** *"Help me create a simpler version of this that would appeal to potential customers."*
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READY FOR MODULE 5? ✓

You're ready when you can tick these boxes:

- I've completed all 7 sections of my one-page summary
 - I can explain my business clearly in 30 seconds
 - I know my key numbers (customers, income, costs)
 - I can confidently describe what makes me different
 - I have a professional document I could show anyone
-

CELEBRATION CHECKPOINT! 🎉

Look what you've achieved:

- Clear business goals ✓
- Understanding of your customers ✓
- Knowledge of your competition ✓
- Professional business summary ✓
- Confidence to talk about your idea ✓

You're ready to show this to:

- Your bank
 - Business advisors
 - Potential customers
 - Anyone who can help you succeed
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Next: Module 5 - Working Out the Money Side

Remember: This summary will evolve as your business grows. For now, it's your professional foundation that shows you're serious and prepared!