

# The One-Page Business Plan Prompt Guide

A step-by-step AI prompting  
workflow for founders, solopreneurs,  
and small business owners

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# Before You Start

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This guide walks you through building a compelling one-page business plan using a large language model (LLM). We'll call it your AI assistant. Each step includes a prompt template you can copy into your tool of choice and a tip to help you get better output.

## Which platform works best?

This workflow is designed for conversational LLMs, including ChatGPT, Claude, and Gemini. The prompts are tool-agnostic. Use them with any platform.

## Before you begin:

- **Be specific.** Generic inputs produce generic outputs. The more real detail you give the LLM about your business, your customer, and your market, the more useful the draft will be. (Note: check your privacy settings, some LLMs use your documents and prompts to train their models.)
- **Review with your own voice.** Generated drafts are starting points, not finished copy. Read every section aloud. If it doesn't sound like you, rewrite it.
- **Iterate.** If the first output isn't right, keep refining. Use follow-up prompts like "make this example more specific" or "tighten this to three sentences."

### PRO TIP

Keep your conversation open in one tab and this guide open in another. Work through each step in order. Later prompts build on earlier outputs.

## STEP ONE

# Set the Stage

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Before asking the model to write anything, give it full context about your business. This is the most important step because everything is built on this foundation. Think of it as briefing a writer who knows nothing about you.

### CONTEXT PROMPT

*You're a top 1% expert business plan writer. I'm starting a business and I'd like your help drafting a one-page business plan. Here's the context: [Describe your business in 2–3 sentences. Include what you sell, who your customer is, and where you operate.] My goal with this business plan is [funding / internal planning / an investor pitch]. Please confirm you understand the task and ask me any clarifying questions before we begin.*

### PRO TIP

Asking the LLM to confirm and ask questions is an important step. It will find gaps in your request before drafting. Pay attention to what it asks. Those details might be blind spots in how you're currently describing your business.

## STEP TWO

# Define the Problem & Solution

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A strong business plan starts with a clear problem and a credible solution. This section forms the heart of your value proposition. It's the place where founders are too vague, and investors want specific answers. Aim for specificity here.

### VALUE PROPOSITION PROMPT

*Based on the business context I shared, help me write a clear problem-and-solution statement for my business plan. It should: (1) describe the specific problem my target customer faces, (2) explain how my product or service solves it, and (3) state what makes my solution different from existing alternatives. Keep it to 3–4 sentences. Ask clarifying questions until you are confident you understand how to frame my business.*

### PRO TIP

Once you have a draft, test it by reading it to someone unfamiliar with your business. If they can't explain your value proposition back to you in their own words, it needs more clarity.

## STEP THREE

# Identify Your Market

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Funders want to know there's a real, sizable market for what you're selling, and that you understand who your customer actually is. This prompt helps you build a credible audience profile and market framing.

### TARGET MARKET PROMPT

*Help me describe my target market for my business plan. Include: (1) a clear description of my ideal customer (demographics, behaviors, pain points), (2) an estimate of the addressable market size (local and/or national), (3) any relevant trends making this market attractive right now. Use the business context I provided earlier.*

### PRO TIP

Ask the AI to challenge your assumptions: "What would a skeptical investor say is wrong with this market analysis?" The objections it raises are the ones you should address proactively.

## STEP FOUR

# Map the Competition

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No business exists in a vacuum. Lenders and investors want to see that you understand the competitive landscape and that there is a clear reason customers would choose you over what already exists.

### COMPETITIVE LANDSCAPE PROMPT

*Based on my business context, help me write the competitive analysis section of my business plan. Include: (1) the main types of competitors I face (direct and indirect), (2) how my offering is differentiated, and (3) a brief SWOT summary, including key strength, honest weakness, biggest opportunity, and the primary threat.*

### PRO TIP

Don't let the model invent competitor names or statistics. Verify the output yourself. Use the platform for structure and language, but use your own research for facts. Hallucinations will destroy your credibility immediately.

## STEP FIVE

# Outline Revenue & Financials

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This is the section most founders dread, and the one funders scrutinize most carefully. AI can help you build a clear, credible framework, but you need to supply real numbers. Don't let it guess.

### REVENUE MODEL PROMPT

*Help me write a basic revenue and financial section for my business plan. My revenue model is: [describe how you make money — pricing, volume, frequency]. My main cost categories are: [list 3–4 key costs]. Based on this, draft: (1) a one-paragraph description of my revenue model, and (2) a simple 12-month projection framework I can fill in with real numbers. Flag anything that seems unclear or missing.*

### PRO TIP

"Flag anything that seems unclear" is a powerful instruction. LLMs are good at identifying logical gaps, so treat any flags as a kind of pre-flight checklist of things you need to address.

## STEP SIX

# Assemble the One-Pager

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Now it's time to pull everything together. Copy your best outputs from steps 1–5 into a single message and ask the model to synthesize them into a tight, cohesive one-page plan. This is where the real editing begins.

### ASSEMBLY PROMPT

*Here are the sections we've drafted together: [paste your outputs from steps 1–5]. Please synthesize these into a polished one-page business plan with the following sections: Business Overview, Problem & Solution, Target Market, Competitive Advantage, Revenue Model, and a one-sentence funding ask (if applicable). Edit for clarity, remove redundancy, and ensure the voice is consistent throughout. Aim for 400–500 words total.*

### PRO TIP

After you get the assembled draft, read it aloud. LLMs tends to flatten tone, so your job is to reintroduce your voice and replace generic phrases with specific, credible detail. Do a final fact check on any numbers or references.

# The Final Review Checklist

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Run through these five checks before sending your one-page plan to anyone:

- 1 Specificity check**  
Replace every generic phrase — "innovative solution," "large addressable market," "passionate team" — with a concrete fact or number.
- 2 Voice check**  
Read the plan aloud. If any sentence sounds like a press release or a ChatGPT demo, rewrite it in plain language.
- 3 Numbers check**  
Every figure in your financial section should be traceable to a real assumption. If you can't explain where a number came from, remove it.
- 4 Competitor check**  
Verify any competitor names, market share figures, or industry stats that the AI generated. Don't let a wrong fact undermine an otherwise strong plan.
- 5 Ask check**  
Is it clear what you want from the reader? Whether it's a funding amount, a meeting, or a partnership — state it directly.

## Need a professional polish?

Bring us your AI draft – or your blank page – and we'll turn it into something polished that you can share.  
Reach out: [getghostwriting.com](https://getghostwriting.com) · [info@getghostwriting.com](mailto:info@getghostwriting.com)