

ONE Program Worksheets and Handouts

These worksheet handouts are formatted for 8.5x11 (typical paper size) to print horizontally (landscape). Print one per student, plus a few extras for mistakes, and have them on hand. Do not hand them all out upon entry to class. Pass them out as needed when the time is right.

Executive Summary

Who are you? Founder's Story

Describe yourself, your identity, your experience, and your skills and background. Tell your story.

Business Details

Business name, location, website, and basic contact information.

Business Products (or Services)

Describe the idea, products and services of your business.

My Market

Who is your market? This could start with "People who need or want..." Or you could describe a market segment, such as "people who live in Oregon and drive electric cars."

The Problem

What problem have you found to solve with your business?

Describe how you realized there was a business opportunity? Was it some experience you had or data you learned? Describe it so that a reader will know that the problem is real and needs what you are offering.

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Scale

How big will your company get? Describe the size of your company in five years. How do you imagine it? Will you have grown into more than one business site? Stayed in town?

Franchised? How many employees will you have? Just paint a picture.

Workshop #1

:

Executive Summary

Who are you? Founder's Story

Business Details

Business Products (or Services)

My Market

The Problem

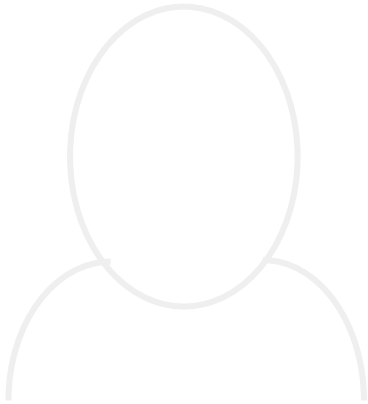
Scale

Workshop #1



Customer Persona

SKETCH or PHOTO:



WHAT KEEPS ME UP AT NIGHT (PAINS):

PERSONALITY:

NAME:

INTERESTS:

SKILLS:

GENDER:

AGE:

LOCATION:

OCCUPATION:

Workshop #2

Workshop #2

Competitive Analysis

	My Business		Competitor 1		Competitor 2	
Factor	Strength	Weakness	Strength	Weakness	Strength	Weakness
Product/Service						
Price						
Quality						
Reliability						
Expertise						
Appearance						
Location						
Values						

Marketing Channel Pathway

Workshop #2

PERSONA:

AWARENESS →

INTEREST →

PURCHASE

CHANNEL

CALL TO ACTION

MESSAGING

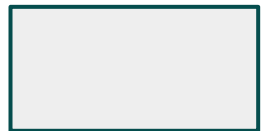
Purchase price:

1. What is your job role? Your title?
2. What are your primary responsibilities?
3. What does a typical day look like for you?
4. What does success look like to you?
5. What are your biggest challenges?
6. What publications or blogs do you read?
7. Describe your educational background. What level of education did you complete and what did you study?
8. What features are most important to you when it comes to x product/service?



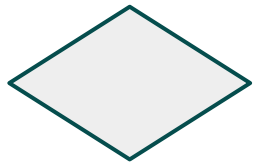
TERMINATOR

Indicates the beginning or end of a program flow in your diagram.



PROCESS

Indicates any processing function.



DECISION

Indicates a decision point between two or more paths in a flowchart.



DELAY

Indicates a delay in the process.



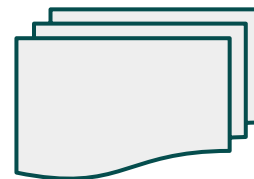
DATA

Can represent any type of data in a flowchart.



DOCUMENT

Indicates data that can be read by people, such as printed output.



MULTIPLE DOCUMENTS

Indicates multiple documents.

Blog Post Plan

What is the problem your reader is dealing with?

How can you address their problem?

Empathize with the reader. What is the situation they are experiencing around the problem?

Describe the details of your own experience with the problem.

Header and keyword ideas:

Handout for Workshop #6

AUDIENCE/S:

MISSION:

VALUES:

COMPETITIVE ADVANTAGE:

- 1.
- 2.
- 3.

MARKETING CHANNELS:

SALES CHANNELS:

- | | |
|----|----|
| 1. | 4. |
| 2. | 5. |
| 3. | 6. |

- 1.
- 2.
- 3.

KEY MESSAGES:

- | | |
|----|----|
| 1. | 4. |
| 2. | 5. |
| 3. | 6. |

LOGO:

KEY IMAGES:

COLORS:

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Handout for Workshop #7

Needs Assessment

	Staff Roles	Expertise
Need #1		
Need #2		
Need #3		
Need #4		
Need #5		
Need #6		

INDIVIDUALS

- Friends
 - From childhood
 - From high school
 - From college
 - From community groups
- Family members
- Neighbors
- Tribal members
- Managers/supervisors
- Co-workers
- Colleagues
- Mentors
- Church members
- Service professionals
 - Stylist
 - Mechanic
 - Lawyer
 - Accountant

ORGANIZATIONS

- Employers
- Schools
- Tribe
- Professional membership organizations
- Clubs/community groups

Step 1: YOUR NAME

Say your first name only.

Then, let them say theirs. Repeat it.

Step 2: Share the domain of your business

Just your business domain or industry. (ie. “I’m in the food business”)

Step 3: Now, *lean in and tell them your secret sauce.*

“But, what makes my business *different* is... _____ (fill in the blank)_____

Step 4: Cut to the chase.

Share one successful detail about the business, *then identify your need.*

Handout for Workshop #8

Fundraising Priorities

	Spend money on:	Amount:	The outcome is:
#1			
#2			
#3			
#4			
#5			
#6			
#7			
#8			