



DOCUMENT TEMPLATE

The Business One-Pager

01

What this guide helps you create — and who it's for

A one-pager is the single page you send when someone says “*send me something.*” This guide gets you a one-pager that survives that moment: tight enough to read in ninety seconds, specific enough that the reader could repeat back what you do.

Use this if you're raising, partnering, hiring senior people, or applying to anything competitive — anything where someone forms a first impression off one page. **Skip it** if you already have a one-pager you've tested on real readers and watched land — refine that one instead of starting over.

HOW TO USE THIS GUIDE

- 1 Read sections 02–04** so you know what makes a one-pager work — and what a bad one looks like.
- 2 Open your AI chatbot** — ChatGPT, Claude or Gemini, whichever you set up in guide 01.
- 3 Make the three decisions in section 03** — who the one reader is, the one action you want, the one line. Do this *before* you touch the prompt.
- 4 Copy the prompt in section 05** into the chatbot. Paste your Founder Context Block where it says to, and fill in the `{curly braces}`.
- 5 Send it**, then sharpen what comes back using the four moves in section 06 — one at a time.
- 6 Run it once or twice more.** First drafts are never the final draft; that's normal.

02

Why this document matters

Most founders' first one-pager is a deck in disguise — eleven things half-said, crammed onto one page. The reader skims it, gets the gist of noth-

ing, and files it. They don't tell you it didn't land; they just don't reply.

The problem usually isn't the writing. It's that nobody decided what the page was for before they started writing it. A page that's trying to do everything — explain the market, list every feature, name every customer, raise money, recruit — does none of it. A page that knows it has one reader and one job is dense, confident, and impossible to skim past.

A one-pager that survives contact with an investor is worth more than a deck that doesn't.

So the fix isn't more words — it's three decisions you make before you write a line. That's section 03.

03

The thinking framework — what to settle before you prompt

The prompt in section 05 does the writing. It cannot do the deciding. Settle these three things first; the better your answers, the less editing you'll do.

— Who is the one reader?

Not “investors.” Not “potential customers.” One named archetype, specific enough that you could picture them: *the angel who already backs two companies in your category. The Head of Ops at a 50-person agency.* Writing for one person is what lets you skip the things they already know and stops you making claims they wouldn't believe. A page for everyone persuades no one.

— What is the one action?

A one-pager asks the reader to do exactly one thing — take a call, make an intro, run a pilot, send a term sheet. If it asks for two, it usually gets neither. Pick the one action now, because it's the last sentence of the page, and everything above it is there to earn it.

— What is the one line?

If you can't say what you do in a single jargon-free sentence, the page can't either — it'll hedge and orbit the point for two paragraphs. So write that sentence by hand, before you open the AI. It's the hardest part of the whole exercise. Do it first, and the rest gets easier.

DECIDE	WEAK DEFAULT	WHAT GOOD LOOKS LIKE
The one reader	"Investors"	"An angel who backs vertical-SaaS seed rounds"
The one action	"Learn more"	"A 20-minute call this week"
The one line	"AI-powered platform"	"Spreadsheet-to-API for ops teams, in 60 seconds"

04

Common failure modes — what generic output looks like

When you skip the deciding and just ask an AI for "a one-pager," here's what comes back. None of it is the AI's fault — it's averaging the internet because you didn't tell it what the page is for. Learn to recognise these and reject them on sight:

× WHAT TO REJECT ON SIGHT

- **The mission-statement opener.** "In today's fast-paced world..." — delete the first paragraph; it never says anything.
- **Feature soup.** A list of capabilities with no reader and no priority. Which two matter to *this* reader? Cut the rest.
- **Borrowed adjectives.** "Innovative," "seamless," "robust" — words that survive being swapped for their opposites mean nothing. Replace each with a fact or delete it.
- **The everyone-is-our-customer paragraph.** If the page is for everyone, it lands with no one.
- **A summary instead of an argument.** It *describes* the company; it doesn't make the case for why this reader should care, now. A one-pager is an argument with a page limit.

If you're seeing these, the page hasn't decided what it's for yet. Go back to section 03 — it's faster than re-prompting.

The prompt template

This is the bit that does the work. You don't need to understand prompting — you just need to do these five things, in order:

RUNNING THIS PROMPT – STEP BY STEP

- 1 **Copy the entire grey box below** (all of it, top to bottom).
- 2 **Open your AI chatbot** and paste it into the message box. Don't press send yet.
- 3 **Paste your Founder Context Block** where the prompt says `{paste your Founder Context Block here}` — delete that line and put your block in its place. (No Context Block yet? Build one in guide 01 — it takes about twenty minutes and you'll reuse it everywhere.)
- 4 **Replace every `{curly-brace}` bit** with your own answer — your three decisions from section 03 go straight in here. If you're unsure of one, leave it; the prompt will ask you for it.
- 5 **Send it.** Then go to section 06 to sharpen what comes back.

PROMPT TEMPLATE

→ Copy the whole box. Paste your **Founder Context Block** where it says to, then swap everything in `{curly braces}` for your own answers before you send it.

You are helping me write a one-page company overview — a "one-pager" — that a smart stranger could read in ninety seconds and come away knowing exactly what we do, who it's for, why it matters now, and why we're the ones to do it.

Here is everything you need to know about my company:

`{paste your Founder Context Block here}`

Write the one-pager as six short, dense paragraphs, in this order. Don't use a heading for each one — the reader should feel one continuous page, not a form:

1. The one-line — what we do, in a single jargon-free sentence. Write it so it could be the email subject line that gets this opened.
2. The problem — who has it, how acute it is, and what they do today instead (the status quo you're beating).
3. The product — what it actually is and how it works, concretely. No feature list; the two things that

matter to the reader below.

4. Why now – what changed in the world that makes this possible, or makes ignoring it expensive.
5. Traction – {your proof points: revenue, users, pilots, waitlist, named customers... use real numbers}.
6. The ask – one specific thing the reader could act on this week: {an intro / a 20-minute call / a pilot / a term sheet / a hire...}.

Constraints:

- Total length: {target, e.g. "250-320 words"}.
- Written to land with one reader: {your one reader, e.g. "an angel who backs vertical-SaaS seed rounds"} – skip what they already know; don't make claims they wouldn't believe.
- No bullet lists in the output, no buzzwords, no hedging.
- Anything in {curly braces} is a slot for me to fill. If I left one blank, ask me for it – don't invent it.

When you're done, list the three weakest sentences in the draft and say what's vague about each, so I can tighten them.

06

How to iterate when the output is weak

First drafts come back about 70% there. These four moves close the gap. Run them one at a time, in order, so you can see exactly what each one fixed:

1. **Cut the opener.** Ask: *"Delete the first sentence. Does the paragraph still work?"* Nine times out of ten it works better – the first sentence was a throat-clear.
2. **Demand the concrete.** *"Replace every adjective with a fact or a number. If you can't, delete the adjective."* This is where "innovative" becomes "filed accounts in 60 seconds."
3. **Re-aim it.** *"Rewrite this for exactly one reader: {your one reader}. What would they not need told? What claim wouldn't they believe?"* Watch how much shorter and sharper it gets.
4. **Sharpen the ask.** *"Make the final sentence a single, specific request the reader could act on today."* "Let's stay in touch" is not an ask. "Can I send you the data room this week?" is.

If two passes don't fix it, the problem is upstream – go back and re-decide the reader, the action, or the one line. The prompt can't rescue a page that hasn't decided what it's for.

A worked example

Remember Sam from guide 01 — founder of Ledgerwise, bookkeeping automation for UK micro-businesses? Here's the same Context Block doing work on a one-pager.

▶ WORKED EXAMPLE — SAM'S ONE-PAGER, DRAFT 1 TO DRAFT 3

The one reader: a fintech angel who's already backed two accounting tools. **The one action:** a 20-minute call before her round closes. **The one line:** *"Ledgerwise turns a shoebox of receipts into filed accounts — automatically, for businesses too small to afford an accountant."*

Draft 1 opened *"Bookkeeping is broken for small businesses."* — a mission-statement opener. Sam cut it; the paragraph below it was stronger as the start. **Draft 2** said *"trusted by hundreds of users"*; Sam replaced it with *"412 businesses, £0 paid to bookkeepers since signup."* **Draft 3's** closing line was *"I'd love to stay in touch"*; Sam changed it to *"I'm closing £600k in three weeks — can I send you the data room?"*

Draft 3 got the call. The difference between draft 1 and draft 3 wasn't more writing. It was the three decisions, applied with a red pen.

Edge cases — and when to go deeper

A few situations need more than the template above:

- **You're pre-product.** Lead with the problem and the *why now*, not traction you don't have. The one line describes the wedge you're starting from, not the company you'll become.
- **You think you have two audiences.** You don't — you have two one-pagers. The page for an investor and the page for a customer make different arguments and end with different asks. Make both; never one page trying to be both.
- **Your voice keeps coming out generic** even with a Context Block in place. That's not a prompt problem — it's a missing input. Sharpen your Context Block (guide 01) first, and if it still drifts, go deeper:

→ WHEN YOU NEED TO GO DEEPER

Founder Voice Extraction — Turn the way you actually talk into a reusable voice spec your LLM can write in — so output stops sounding like a press release.

n-access.co.uk/playbook/founder-voice-extraction

- **Someone asks for “the full version”** — a deck. Don’t rebuild from scratch; expand the one-pager so the deck inherits its edit:

→ WHEN YOU NEED TO GO DEEPER

One-Pager → Investor Deck — Expand a tight one-pager into a 10-slide narrative deck without losing the edit.

n-access.co.uk/playbook/one-pager-to-deck

09

What to read next

- **03 · Brand Positioning & Messaging** — once the page is tight, make the language in it unmistakably yours, not just clear.
- **04 · Go-to-Market Plan** — turns “who’s the one reader” into a list of real people to actually send this to.
- **11 · Pitch Deck Outline & Narrative** — when the one-pager works, this expands it into a deck without losing the edit.

The Founder's Playbook

A library of short operator guides for founders building with AI — not prompt-pack content, an actual method. Each guide is free, each routes you to deeper blueprints when you need them, and each assumes one thing: that you've built your **Founder Context Block** (that's guide 01).

The Founder's Playbook · n-access.co.uk/playbook