



THE CREATIVE

BUSINESS PLAN

Step-by-step Guide for Your Creative Business Plan

MARTINE ALPHONSE

The Creative Business Plan

Step-by-step Business Plan for Your Creative Business

If the phrase “just winging it” makes you smile and sounds like epic wisdom to you, this worksheet is for you. If you are a serious creative business planner and want to outline all the details of how to acquire clients and run a creative business, this worksheet is also for you. I’ve lived both ways. Both have their benefits.

But my goal with this worksheet is to get you organized. I’ve already talked with you extremely attractive people about how to start a creative business through my creative start-up series, and today I’m sharing one more step: writing a business plan. A creative business plan is immensely helpful for your creativity, brand goals, client acquisition, client retention, budgeting, and marketing goals, among others. Starting a business that can potentially replace your full-time income and help you live the lifestyle you desire is too epic to be left to the “fly by the seat of your pants” doctrine.

I know that you’re busy. However, please, if you run a successful creative business, take some time to fill out this worksheet on how to create a creative business plan. If you want a bit more guidance or input, I also have personal, one-on-one workshops at martinealphonse.usefedora.com that include business plan writing for your blog or creative business, so feel free to check those out too.

Martine Alphonse

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1 . Brand Summary

1.1 Vision Statement:

1.2 Mission Statement:

1.3 Culture Statement :

2 . Business Goals

2.1 Objectives:

2.2 Keys to Success:

2.3 Future Expansion :

3. Customer Summary

3.1 Ideal Client Survey:

3.2 Ideal Client Brief:

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4. Creative Services

4.1 First Service and Pricing:

4.2 Second Service and Pricing:

4.3 Others:

5. Creative Products

5.1 First Digital or Physical Product and Pricing:

5.2 Second Digital or Physical Product and Pricing:

5.3 Others:

6. Business Processes

6.1 For Each Service:

6.2 For Each Product :

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7. Market Analysis

7.1 Validation:

7.2 Analysis of Other businesses in the Same Niche :

8. Customer Strategy

8.1 Client Acquisition:

8.2 Client Retention:

9. Promotion

9.1 Social Media Strategy:

9.2 Online Strategy (non-SM):

9.3 Offline Strategy:

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10. Financials

Start-up Expenses

Startup Expense	Estimated Amount	Actual Amount
Building and/Remodeling Cost		
Cash on Hand		
Dues and Subscriptions		
Fixtures and Equipment		
Initial Promotional Costs: Advertising & Marketing		
Insurance		
Lease Payments		
Licenses and Permits		
Miscellaneous		
Professional fees (ex Attorney or CPA)		
Rent		
Research and Development		
Security Deposits		
Services		
Signs		
Starting Inventory		
Supplies (office and cleaning supplies)		
Utilities Deposits		
Other:		
Other:		
Total Pre-Operational Expenses		

Fixed and variable Expenses — First 3 months—Year

Calculate how much money you need to operate the business for the first 3 month to a year

Operational Expenses	Estimated Amount
Salaries & Benefits:	
Salary	

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Monthly Expenses

Monthly Expense	Estimated Amount	Actual Amount
Payroll Expenses		
Fringe Benefits		
Travel Expenses		
Recruiting Fees		
Professional Fees		
Legal Fees		
Employee Training		
Project Materials		
Rent		
Software License Fees		
Telephone		
Utilities		
Postage and Delivery		
Equipment Rental		
Cell phone		
Outside Services –Other		
Trade Shows		
Others:		
Others:		
Others:		
Total Monthly Operational Expenses		

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10. Financials

Production Expense

Production Expense	Estimated Amount	Actual Amount
Total Production Expenses		

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If you're ready to grow your own creative business or take your current business to the next level, then you're going to want to take time to really BRAND YOUR BIZ!

Get the FREE Define Your Brand Email Course at:

<http://www.martinealphonse.com/go/define-your-brand/>