

# The Business Plan

Designing a Business Plan for Your Creative Business



## Executive Summary

- A one page nutshell your mission, your vision, your purpose

## Target Market

- Who are your products/service intended for?
- Send a survey to gather demographics, interests + budgets

## Competitors

- Define your competitors - their strengths + weaknesses
- Determine your competitive advantage - why are different?

## Human Resources

- Will you need additional staff to run your business?
- What will you pay them? how much experience?
- What skills do you they need to have?

## Vendors/Supplies

- Will you require outside sources or projects to operate?
- What about supplies that you will be using on a regular basis?

## **Marketing Plan**

- How will you get your products/services in front of ideal clients?
- How will you communicate your message?

## **Operations**

- How are you going to run your business?
- Determine the most efficient way to get the job done

## **Financial Projections**

- How much money do you need to start/run the business?
- Determine the profitability of the company

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