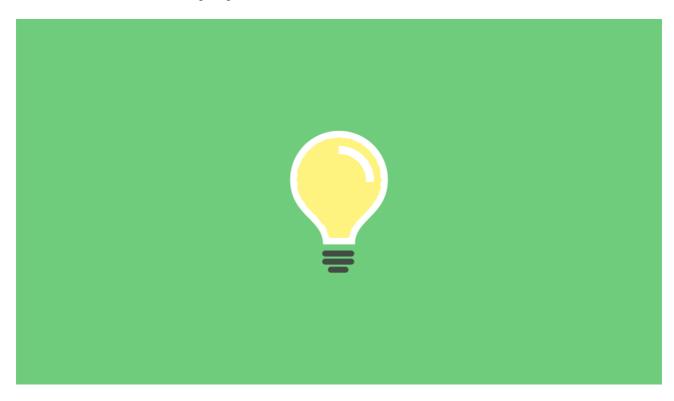
The Business Plan

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?

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	Make and Share Free Checklists checkli.com