

# Business Plan For Creatives



## CLIENT SUMMARY

☐ Who is your ideal client and how are they feeling? How do you solve their pressing problem?

## BRAND SUMMARY

☐ Your brand mission, vision, value proposition, look + feel.

## MARKET VALIDATION

☐ Identify market size and product/market fit.

## COMPETITIVE ANALYSIS

☐ Who else is in your space and what can adapt for your business? Identify what makes you unique.

## BUSINESS GOALS

☐ Determine what it costs to maintain your business and what break even + profitability look like.

## SERVICES + PRODUCTS

☐ Current and future product, services and packages.

## PRICING

- ☐ Identify prices that reflect your true value, cover your costs and make a profit.

## MARKETING PLAN

- ☐ How will you get your message out there and acquire customers today and in the long term?

## WORKFLOWS + PROCESSES

- ☐ Workflows to brand your process and automate recurring tasks.

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