

# The Creative Business Plan

The road map to make your dreams into a business!  
(insert your name here)

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## 1. Summarize Your Business

### - Your Business Statement

Who are you and why are you doing this? What are your dreams for your creative business? What are you selling? Who are you selling to? What do you need to accomplish your goals? How are you going to do it?

In this section you should let all of your thoughts and dreams out. There should be no question about who you are and what you are doing after you have answered these questions.

### - Your Mission Statement

Now that we got all of our dreams out of our heads now we will be more practical in defining what we will achieve in a certain amount of time and how. Your mission statement should include what sets you apart from others! Questions like, *what does my business/art do for others and what makes it unique and worth your time and money? What will I do to accomplish my overall dream in my day-to-day activities? What are my responsibilities to my followers?*

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## 2. Product Description + Ideal Client Summary

### - Product Description

What are you selling? (Get as specific as possible.) What materials are you using to make the product? What does it mean? Give detailed color schemes and who would like to purchase the product and why. Where will you sell or show this merchandise? What in your work is easy for your audience to connect with?

### - My client summary

Time to figure out what type of person you are creating for and who you would like to work with! Questions to consider are, *how old are they? What are their aspirations? What problem are you solving for them?* Using your social media analytics can really help with these questions.

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## 3. Business + Brand Goals

### - What would you like for your brand to say?

Pick 3 words you would like to be associated with your business. For example: Luxury, Quality, Service. What does the vibe that you want to create look like? Questions to think about include, *what type of work are you creating? Who do you want to relate to it? write in? What do I want people to FEEL when they think of my brand?*

### - Your Objectives

Basically, what's your point? Be specific and write down at least 3-5 objectives for your creative business for the next 6-12 months that are achievable and that you can easily measure. Examples of

measurable objectives include: gain at least 20+ new creative friends per week on social media, increase your website traffic by 15% a month, etc.

#### **- Making the Dream Happen**

Now it's time to write down the specific steps that will help you to achieve those objectives that you just listed! List the specific steps that are necessary for making each one happen. Examples include: Create a meet and greet event to connect with creatives in your city, pass out business cards and talk about my business, host a giveaway.

#### **- Expanding Your Business**

Here write down what you hope to accomplish for the next 5+ years! Do you want to expand to other areas of expertise? Do you want to build a creative company or keep your business small and local? Do I want to start offering products more products? Would you like to hire employees?

#### **- Your Brand Style Guide**

Strong brands are consistent! You need to create a visual style guide so that all the elements of your brand, your art, and you (blog, website, promotional materials, etc.) are cohesive. Understand that your style may change and your brand message may transition into something else but for now have a vision of what you are working towards.

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### **4. Offerings + Monetization**

#### **- Your Services**

What services are you offering to your clients? What about in the near future?

#### **- Your Products**

Will you be offering any products? Digital things like e-books, guides and workbooks? Tangible items like original paintings and prints? Memberships? You need to actually list all the goods that you would like to create.

#### **- Affiliate Programs + Ads**

Will you sell products you use through Affiliate programs? Will you sell ad space on your website, blog, or social media platforms? Or will you skip all of that stuff and stick to selling your work.

#### **- My Sponsors**

Will I do things like sponsored posts and reviews? Will you host sponsored events?

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### **5. Financial Details + Creating a Budget**

#### **- My Start-Up Expenses**

Write down your expenses, and I do mean everything. Things like hosting fees, computer software, office supplies, art supplies, business cards and marketing materials, membership fees, etc. How much will you have to spend in order to get your business started and keep it running? Do you have particular expenses in order to create a new product or service that you have in mind for the near future? Please include a budget for marketing and advertising!

#### **- Your Monthly Expenses**

What are they? If you've got annual expenses, just divide it by 12 to get your monthly average.

#### **- Your Monthly Income**

Here record the income that you make from all the different aspects of my business ! Things like advertising, sponsors, digital products, services you offer, etc.

#### **- Your Payment Options**

What will you use to accept Payment? Paypal? Wave? Square? Will you accept payment plans?

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## **6. Social Media Promotion + Marketing**

#### **- My Social Media Strategy**

What will you do to promote yourself on each social media platform? Here you should list your strategy for each! For example, for Instagram you could write something like, "spend 10 minutes a per day liking, commenting and interacting on Instagram and post at least 1 awesome image per day!" Use the same method with Twitter, Facebook, Snapchat, etc/

#### **- My E-mail List Plan**

Time to get email contact information for your clients, interested clients, and followers. If you don't already have one it's time to get one or at least get started collecting those emails.

#### **- Marketing**

What are you going to do in the next 6-12 months to spread the word about your business? Who are you going to collaborate with? What events will you attend?

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## **7. Creative Business Guidelines**

#### **- Your Business Schedule**

We all know that consistency is really important for building clientele and a successful business! Your followers will want to know that they can count on you and you won't disappear for long stretches of time. Here you should create a schedule and stick to it as closely as possible. Plan your studio+online marketing and promotional days so you don't feel unorganized. Log and record the hours you work per day so that you can easily balance how much time you spend working with your personal/family/friends time. We all need to stay connected to our support systems so don't forget about them!

#### **- Your Business Policies**

Here you are going to protect yourself (and your clients!) by creating all of your super official business policies. This includes comment policies, site terms & conditions, payment policies and refund/returns. Also list your copyright rules.

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## **8. Investing In Yourself + Continuing Your Education**

**- All the ways you are going to advance your current skills and learn new ones.**

Continuing to strengthen your craft and better yourself are SUPER important for growth! List here what you are going to do over the 6-12 months to continue learning. Examples: Research books in your field that you should read, attend workshops to learn a skill you have been interested in learning or incorporating in your work, read blogs that you enjoy, network with other creatives and learn what's been working for them and how you can apply it to your business, an online class that I'd like to take, or find a conference you would like to attend, etc.