

The Creative's Ultimate

# ONE PAGE BUSINESS PLAN



creative  
+ PLUS BUSINESS

**CREATED BY:**

**DATE:**

**VERSION:**

<p><b>Name of the business:</b></p> <p><b>People who own the business:</b></p> <p><b>Key Suppliers to the business:</b></p>	<p><b>Legal Structure:</b></p> <p><b>Support for the business:</b>          Legal?          Financial?          Business Mentor?          Guild or Association?          Other?</p>	<p><b>What are you selling?</b></p> <p>What is your speciality or niche?</p> <p><b>What problem are you solving?</b></p>
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**Your Unique Value Proposition (USP) or Unfair Advantage:**

<b>Your Vision Statement:</b>	<b>Your Mission Statement:</b>
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<b>Your three core values:</b>	Value 1:	Value 2:	Value 3:
What is the 'House Rule' that accompanies this value?			

<b>How much does the business cost to run (per year):</b>	<b>What are your main sources of revenue (per year):</b>
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<p><b>Who are your main clients or customers?</b></p> <p>List some of their main characteristics:</p>	<p><b>What do these clients or customers WANT?</b></p> <p><b>What do these clients or customers NEED?</b></p>
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<b>Your Website Address (URL):</b>	URL Registered?	Website Live?
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<b>How do your customers buy from you?</b>	<b>What are your main marketing activities?</b>	<b>Who are your Competitors?</b>
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**How will you take care of your physical health and mental wellbeing?**

**What is your exciting Unicorn Project?**

<b>What does success look like (in 12 months):</b> How will you measure your pathway to success?	<b>What is your Big Hairy Audacious Goal (BHAG)?</b>
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<b>Name of the business:</b> <i>Does your business have a name? Are you using your own name? If you have a business name, <u>is it registered?</u></i>		<b>Legal Structure:</b> <i>Are you a sole trader, partnership, company or other? <u>Click here for more info about structures.</u></i>		<b>What are you selling?</b> <i>List all of your offerings that people will pay for, including goods, services, intellectual property, passive income, sponsorship, patronage and more. <u>Check out our Diversify Your Creative Income workshop for more info!</u></i>	
<b>People who own the business:</b> <i>Write your name in here, and any other owners or partners involved in your business.</i>		<b>Support for the business:</b> Legal? <i>Do you have a lawyer? <u>Check out Arts Law.</u></i> Financial? <i>Do you have an accountant? Make sure they <u>specialise in creative business!</u></i> Business Mentor? <i><u>Check our Advisory Services.</u></i> Guild or Association? <i><u>Find out if you have a guild or support organisation here.</u></i>		What is your speciality or niche? <i>Write down your specialised area or genre. If you don't have one – perhaps it's time to think about specialising, to make your business special?</i>	
<b>Key Suppliers to the business:</b> <i>Suppliers are the people and businesses that provide you with the things you need to run your business. This could be raw materials, services, freelancers, anything that helps.</i>				<b>What problem are you solving?</b> <i>What problems do your customers have, and how can you help them to solve those problems? Why do they need you?</i>	
<b>Your Unique Value Proposition (USP) or Unfair Advantage:</b> <i>This is a sentence that outlines why you are different and special. Make sure it's UNIQUE – how are you one of a kind</i>					
<b>Your Vision Statement:</b> <i>A sentence that explains WHERE you are going, and WHY.</i>			<b>Your Mission Statement:</b> <i>A sentence that explains HOW you will achieve your vision.</i>		
<b>Your core values:</b>		<i>Core values are based on your personal beliefs about what's important, and your expectations and preferences of the way you live your life and interact with others. They represent your philosophy and approach to your profession and give your customers an insight into what you stand for, and what's important.</i>			
What is the 'House Rule' that accompanies this value?		<i>The House Rules are the actions, behaviours and guidelines that help you to implement your core values in practical terms. How will you make sure that you maintain your values, in terms of the work you do, the clients you have, and the internal culture of your business?</i>			
<b>How much does the business cost to run (per year):</b> <i>Budget time. Work out your fixed costs (these don't change depending on your work or production, and include items like rent, phone, internet, insurance, website etc) and variable costs (these change when your production or output change, and includes paying people, raw materials and supplies, taxes, and marketing). <u>Find templates and guidance here!</u></i>			<b>What are your main sources of revenue (per year):</b> <i>List the price points for all your offerings, and how much you sell each year (or your best guess). Include goods, services, intellectual property, passive income, sponsorship, patronage. Also include any grants or other kinds of public or philanthropic funds that you are lively to receive, government contracts or tenders, gifts, loans and anything else.</i>		
<b>Who are your main clients or customers?</b> <i>You may have more than one! Group them together into <u>personas or client characters.</u></i> List some of their main characteristics: <i>Include demographics (gender, age, income, location), psychographics (personality, values), buying power, work life descriptions and behaviour (likes, dislikes, sports, hobbies, interests).</i>			<b>What do these clients or customers WANT?</b> <i>How will your clients know that they're getting an exceptional experience in their dealings with you? What is their greatest hope when they work with you, or buy from you?</i> <b>What do these clients or customers NEED?</b> <i>TRUST! They need to trust you. How will you show them that you can be trusted?</i>		
<b>Your Website Address (URL):</b> <i>Do you have a website yet/ If not, what would you like it to be?</i>		URL Registered? <i>With which provider?</i>		Website Live? <i>Yes or No? When will it be live?</i>	
<b>How do your customers buy from you?</b> <i>Outline all your 'sales channels' – do they buy direct from your website? Social media? Patreon? Shop? Market? Agency? Directly through email? Directory? List them all and come up with percentages for channel contribution to your revenue.</i>		<b>What are your main marketing activities?</b> <i>Outline all your marketing tactics, and be specific: Do you have a website? Social Media (which ones)? LinkedIn? EDM? Event attendance? Coffee Meetings? Printed Material? <u>Check out Mondo Marketing for more ideas!</u></i>		<b>Who are your Competitors?</b> <i>What other products or services do your customers use to solve their problems? Who else is providing a similar (or complementary) service to you? Are they also peers? How are you different from them, in the eyes of your clients?</i>	
<b>How will you take care of your physical health and mental wellbeing?</b> <i>Being well is vital for creative professionals. How will you take care of your mind, body, spirit and creative output?</i>					
<b>What is your exciting Unicorn Project?</b> <i>A Unicorn is a creative project that has no revenue potential, but you don't care and want to spend time on it. <u>Check out more info about Unicorns here!</u></i>					
<b>What does success look like (in 12 months):</b> <i>What do you want to achieve? How will you know when you get there? How will you measure your pathway to success? What are the milestones or smaller steps that you need to take to get there?</i>				<b>What is your Big Hairy Audacious Goal (BHAG)?</b> <i>What is your vision for long term success and lasting change?</i>	

*Use this document to help you plan out the next 12 months, according to your goals, and establish clear milestones for each activity to help you stay on track!*

↓ GOALS ↓	WEEK 1 MILESTONE	WEEK 2 MILESTONE	WEEK 3 MILESTONE	WEEK 4 MILESTONE	WEEK 5 MILESTONE	WEEK 6 MILESTONE	WEEK 7 MILESTONE	WEEK 8 MILESTONE	WEEK 9 MILESTONE	WEEK 10 MILESTONE	WEEK 11 MILESTONE	WEEK 12 MILESTONE
Business Goal												
Creative Goal												
Financial Goal												
Admin Goal												
Marketing Goal												
Client Goal												
Self-Devised Goal												
Big Hairy Audacious Goal												

