

creative
+ PLUS BUSINESS



THE C+B
CREATIVE BUSINESS
ONE-PAGE PLAN

www.creativeplusbusiness.com

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

Your Unfair Advantage:

Your 3 Core Values:	Value 1:	Value 2:	Value 3:
What is the 'House Rule' that accompanies this value?			

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

What is your exciting Unicorn Project?

What does success look like in 12 months?	What is your Big Hairy Audacious Goal?
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<p>Name of the business: Does your business have a name? Are you using your own name? If you have a business name, <u>is it registered?</u></p> <p>People who own the business: Write your name and any other owners/partners involved in your business.</p> <p>Key Suppliers to the business: Suppliers are the people and businesses that provide you with the things you need to run your business. This could be the suppliers of your raw materials (like clay or digital items), office supplies, service providers like a graphic designer, freelancers who help you with projects, staff, and anything else that helps you run your business and sell products or services.</p>	<p>Legal Structure: Are you a sole trader, partnership, company or other? <u>Click here for more info about structures.</u></p> <p>Support for the business: For legal support, do you have a lawyer or a place to go for help? <u>Check out Arts Law.</u></p> <p>For financial support, do you have a seperate business bank account? Do you have an accountant? Make sure they <u>specialise in creative business!</u></p> <p>Do you have a Business Mentor? <u>Check out our Advisory Services.</u></p> <p>Is there a Guild or support organisation for your type of creative work? <u>Find out here.</u></p>	<p>What are you selling? List all of your offerings that people will pay for, including goods, services, intellectual property, passive income, sponsorship, patronage and more. <u>Check out this nifty resource about Creating New Income!</u></p> <p>What is your speciality or niche? What is your specialised area or genre? Can you think of something connected to your practice, your personal background, or your core values? If you don't have one, think about ways to make your creative business special and unique?</p> <p>What problem are you solving? What problems do your customers have, and how can you help them to solve those problems? Why do they need you? All products and services are essentially solving a problem, so articulate yours!</p>
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Your UVP: This is a short statement that outlines what makes you different, special, and worth paying attention to? What's unique about you? Why would someone choose your business?

Your Unfair Advantage: This is the feature of your business that can't be copied or bought. It could be tied to *who you are* as a person, your unique background or skills.

<p>Your 3 Core Values:</p>	<p>Core values are your non-negotiable personal beliefs about what's important, and your expectations and preferences for 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 to you.</p>
<p>What is the 'House Rule' that accompanies this value?</p>	<p>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? How will people know that you are living and working in accordance with your values?</p>

<p>How much does the business cost to run (per year): Budget time. Work out your fixed costs (expenses that you always have to pay for, regardless of project work, like phone, internet, subscriptions, insurance, website etc) and variable costs (expenses that change depending on projects, client work or time of year, like paying other people, raw materials, marketing or taxes).</p> <p><u>Find templates and guidance here!</u></p>	<p>What are your main sources of revenue (per year): List the price points for all your offerings, and how much you sell each year (or your best guess). Include the sale of goods, services, client contracts, intellectual property, passive income, sponsorship, memberships, philanthropic donations, patronage, grant income and anything else you can think of.</p>
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Who are your main clients or customers?

You may have more than one! Group them together into personas or client characters.

List some of their main characteristics: This can include:

- Demographics - gender, age, income, location.
- Psychographics - personality & values.
- Buying power
- Work life descriptions
- Behaviour - likes, dislikes, sports, hobbies, interests.

What do these clients or customers WANT?

When your customers engage you, what's their best case scenario for how that work will be done? How will your clients know that they're getting an exceptional experience in their dealings with you?

Their WANTS are their greatest hope for when they work with you, or buy from you.

What do these clients or customers NEED?

Client needs are the most basic part of their engagement with you. Mostly, they need to trust you. How will you show them that you can be trusted?

How do your customers buy from you?

Outline all your sales channels. Do your customers buy direct from your website? Via social media? Patreon? A physical shop? Market? Agency? Directly through email? Directory?

List them all and come up with percentages for channel contribution to your revenue.

What are your main marketing activities?

Outline all your marketing tactics, and be specific: Do you have a website? Social Media (which ones)? LinkedIn? Email News? Event attendance? Coffee Meetings? Printed Material?

[Check out Mondo Marketing for more ideas!](#)

Who are your Competitors (or Peers)?

What other products or services do your customers use to solve their problems?

Who else is providing a similar (or complementary) service to you?

How are you different from them, in the eyes of your clients? [Use this online tool to help you.](#)

Website Address (URL): If you don't have one, what would you like it to be?

URL Registered? With which provider?

Website Live? Yes or No? When will it be live?

How will you take care of your physical health and mental wellbeing? Being well is vital for creative professionals. How will you take care of your mind, body, spirit, and creativity? List all of the ways you will make your wellbeing a part of your ongoing practice and small business process.

What is your exciting Unicorn Project? A Unicorn is a creative project that has no revenue potential, but you don't care and want to spend time on it because it will fulfil you creatively and spiritually. Unicorns are a vital part of keeping yourself happy and well. [Check out more info about Unicorns here!](#)

What does success look like in 12 months?

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 smaller steps that you need to take?

What is your Big Hairy Audacious Goal?

What is your vision for long term success and lasting change? Your big creative vision for yourself?



↓ 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												

