

STARTING OUT AS A CREATIVE BUSINESS



HELLO!

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The PLAN MAKE DO Rules

Scribble those questions down

ESPECIALLY the 'silly' ones

Learn, have fun, have fun learning

Never work for free, unless you want to

Never work for exposure, unless you think it's viable for you

IT'S BUSINESS TIME

Who are you?

What can you offer the world, specifically?

Why should anyone care?



YOU ARE A BRAND!

Imposter syndrome be damned.



SWOT ANALYSIS

Want to know a secret? Your weaknesses are as important as your strengths. Self knowledge is a powerful tool too! SWOT-ing up is key to laying the best foundation to your own creative business for years to come. Feeling stuck? Head to our blog for an in-depth walk-through of filling this bad boy out.

MY STRENGTHS

MY WEAKNESSES

MY OPPORTUNITIES

MY THREATS

FIND THIS AND OTHER SNAZZY CREATIVE RESOURCES AT
PLANMAKEDO.COM



Time to SWOT up

What is a SWOT analysis?
And why do I need one?

Always start with what you already
have and know. [Read more HERE](#)



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SURVIVAL BUDGET

Give your creativity the space to thrive by getting the essentials right, first time.

You're heading out on this adventure on your own, you need the tools to make it sustainable.

Click on image to download a pdf version to print off for your own use.



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SURVIVAL BUDGET



NAME

WHAT I NEED TO LIVE

WHAT MY BUSINESS
NEEDS TO SURVIVE

TOTAL:

TOTAL:



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THE ESSENTIALS

Now we know our strengths and weaknesses, and what our bottom line is, we can start to figure out the fun stuff. Yay!

What are your first steps as the badass business person that you are?



CREATIVE BUSINESS CHECKLIST



THE ESSENTIALS

- SURVIVAL BUDGET
- MY WORK SPACE
- REGISTER WITH HMRC
- MY SUPPORT NETWORK
- MY WEBSITE
- MY SOCIAL MEDIA
- YOUR OWN TO DOS

THE ESSENTIALS

- MY BUSINESS PLAN
- INSURANCE
- MY CONTRACT TERMS
- MY DAILY ROUTINE
- MY NETWORK OPPS
- MY CLIENT LIST
- YOUR OWN TO DOS

THE NEAR FUTURE

- YOUR OWN TO DOS
-
-
-
-
-
-

THE EXTRAS

- YOUR OWN TO DOS
-
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Business Checklist

The good news is we have done the tricky work for you, in the form of this handy lil checklist!

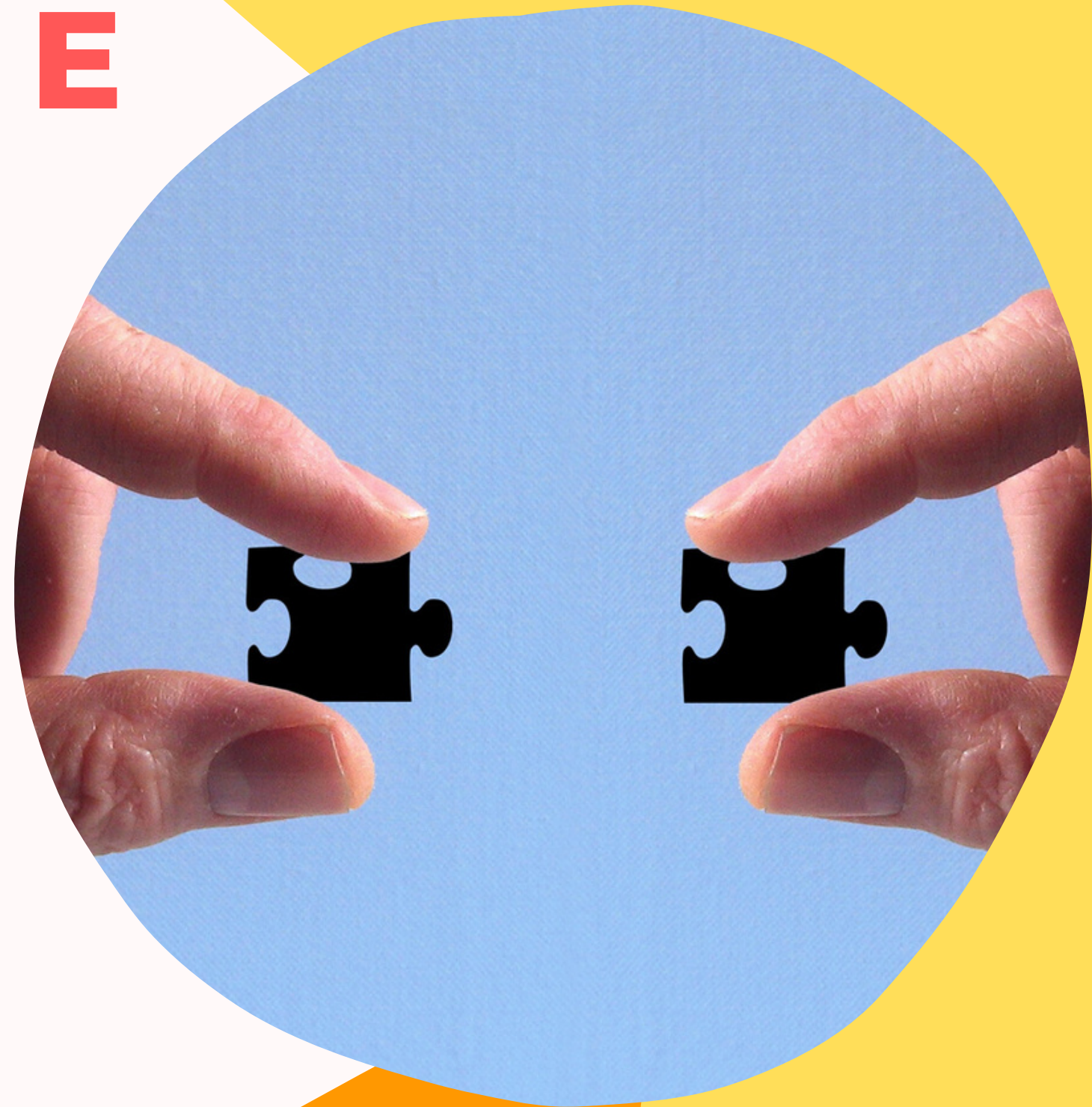
[Find it here on Plan Make Do](#)

COLLABORATE

What are your skills?

What can you offer people?

Where are gaps in your knowledge, where you could work with someone else?



LET'S GO SHOPPING

LIST YOUR SKILLS, AND THEN FIND
AWESOME PEOPLE TO WORK WITH!





BUSINESS PLAN

Helps you map out a realistic plan for your business

Can stop you being a busy fool

Helps solidify milestones for the future

Means you can apply for funding or loans

Share with professionals like accountants or other creatives to work with

You could sell the business one day!

So useful for self reflection

Find a handy template on planmakedo.com

INSURANCE

The most boring word in the English language?



INSURANCE, CONT.

Do you need it? Yes.



PROFESSIONAL INDEMNITY

Essential if you give advice or offer any professional service to other businesses



PUBLIC LIABILITY

Covers damage to person or property because of your business



DON'T FORGET

Make sure you're also covered for any tools or equipment, like laptops

INSURANCE, CONT.

Places to get a quote



SIMPLY BUSINESS



ARTISTS NETWORK



HISCOX

contract essentials

You need to know:

Your exact brief incl. deadline

Your fees

Your payment terms

Your licence options



REGISTERING WITH HMRC

Even if you're not earning enough to pay tax you need to register.

The first step is to get a Unique Tax Reference number or a **UTR code**.

Quickbooks is a great starting point, and user friendly.

handy business tools

Free graphic design platform - canva.com

Free stock imagery - pexels.com

Business support - dorsetgrowthhub.co.uk

More business support - outset.org

Invoice and accounting platform - uk.selfemployed.intuit.com/login

Tax support and consultation - taxscouts.com

Creative business 1:1 support and free resources - planmakedo.com

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questions?



THANK YOU!

Come say hi....

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Join the next talk...

