



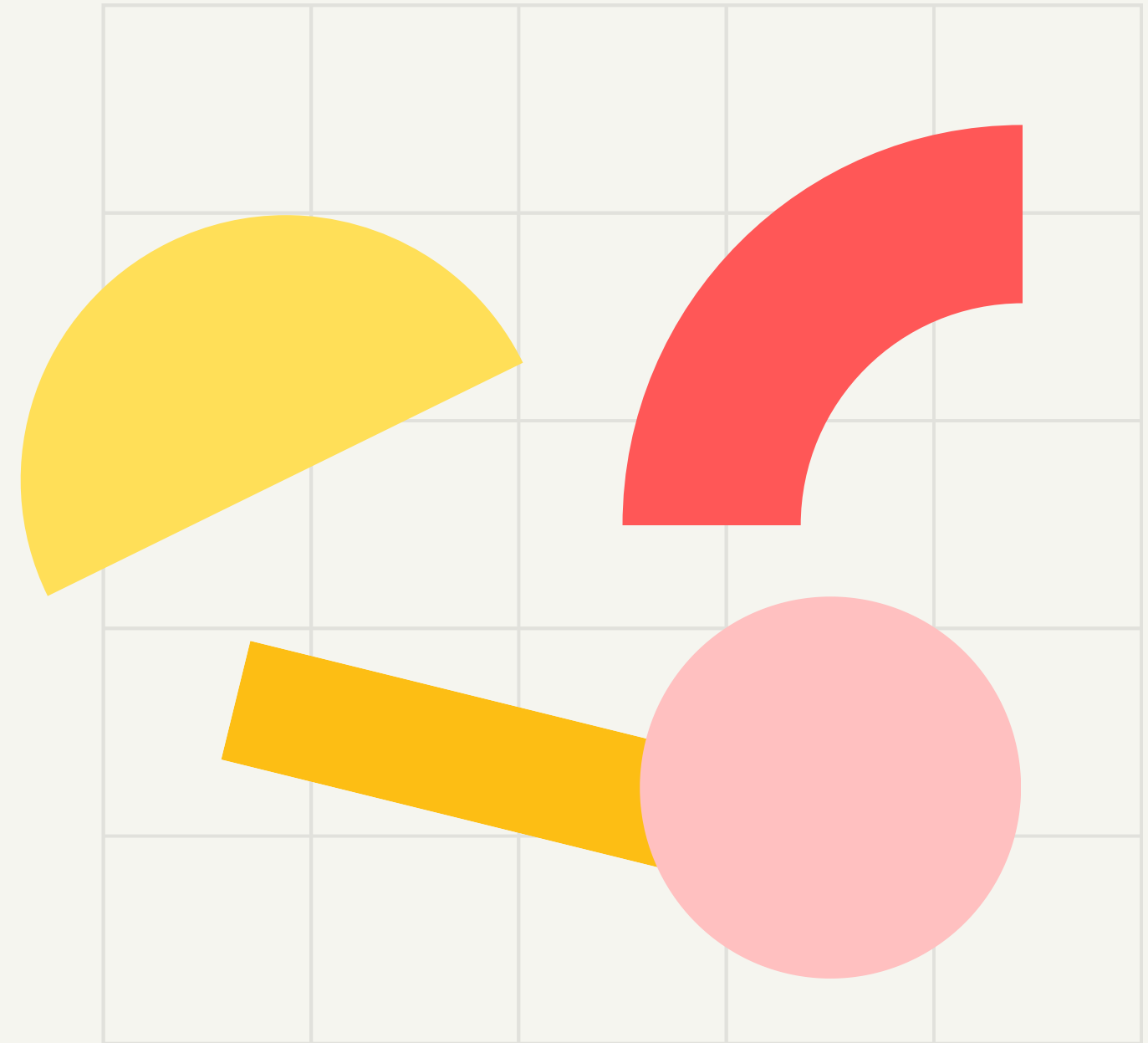
# Goal planning for creatives

Plan Make Do

# Welcome!

## Today's Session

- Goal setting
- Future focus
- Intro to business planning



STØRIIE

PLAN.MAKE.DO

# About me

Founder and Director, Storiie  
Arts Marketing & Design Agency

Founder and Director, Plan Make Do  
Creative Mentor

Clients include Crafty Fox Market, The National Trust, BoConcept, Hall & Woodhouse, Winchester City Council, Pavilion Dance, Bournemouth Emerging Arts Fringe (BEAF)

Worked with over 400 designer makers and illustrators.

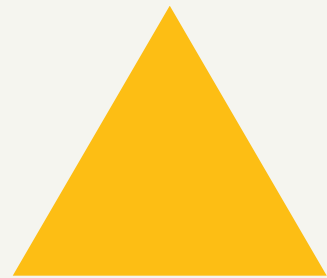
# Business Plan

Why bother?

- Takes the fear out of freelancing
- Helps you focus your practice
- Helps you to not over-work or become a busy fool
- Turns your passion into a profession
- It's good for business long term

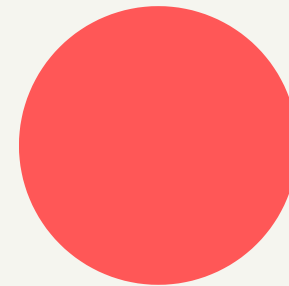


# Where to start though?!



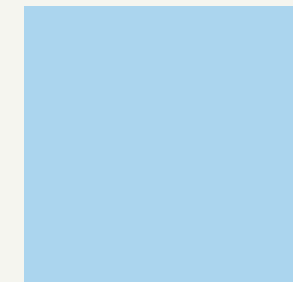
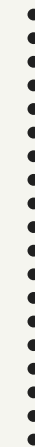
## Long term ultimate goal

What does the all-singing all-dancing goal look like?  
What do you want your dream life to look like?



## Medium achievable goal

What can you achieve realistically in the next year to 2 years?  
Product range, income and client base?



## What can you do TODAY

What are those quick wins to help you get towards your ultimate goal?  
These are small manageable tasks that make sure you have a step in the right direction.

# Take 5...

Let's set a goal

Choose a long term, or medium or quick win goal now.



# Starting your business plan

Answer these 3 questions to get you started

## Question 1

What is my offer product and/or service wise?

## Answer 1

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## Question 2

Who is it for and how do I connect with them?

## Answer 2

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## Question 3

How can I achieve this? What is my process, my team and my costs?

## Answer 3

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# IRL examples

## Crafty Fox Market

Designer Maker Markets

Positioned as 'the' curated makers market in London

Collaborated with competitors

Used engaging marketing strategies to connect in a personal way with their community

Succeeded because it knew its model then analysed the market and its competitors from the beginning to make it better.





# IRL examples

## Tink Outside the Box

Illustrator

Represented by an agency

Freelance commissions

Sells prints and products

Workshops and Talks on mental health



# IRL examples

## Storiie

Arts Marketing and Design Agency

Diversified service offer from commissioned art and creative campaigns to digital engagement  
Developed team to support smaller projects and quick wins  
Brought more income into the business to allow it to expand and grow



STØRiiE

**S**  
STARTING OUT

What are your strengths?  
How can you make the most of these?

Creative skills, soft skills, connections...

**W**

What are your weaknesses  
How can you fix those?

Time management? Lack of resources?

**O**

What are the opportunities for this business?

Your work is all digital so it's great to connect globally?  
You can diversify your product range easily?

**T**

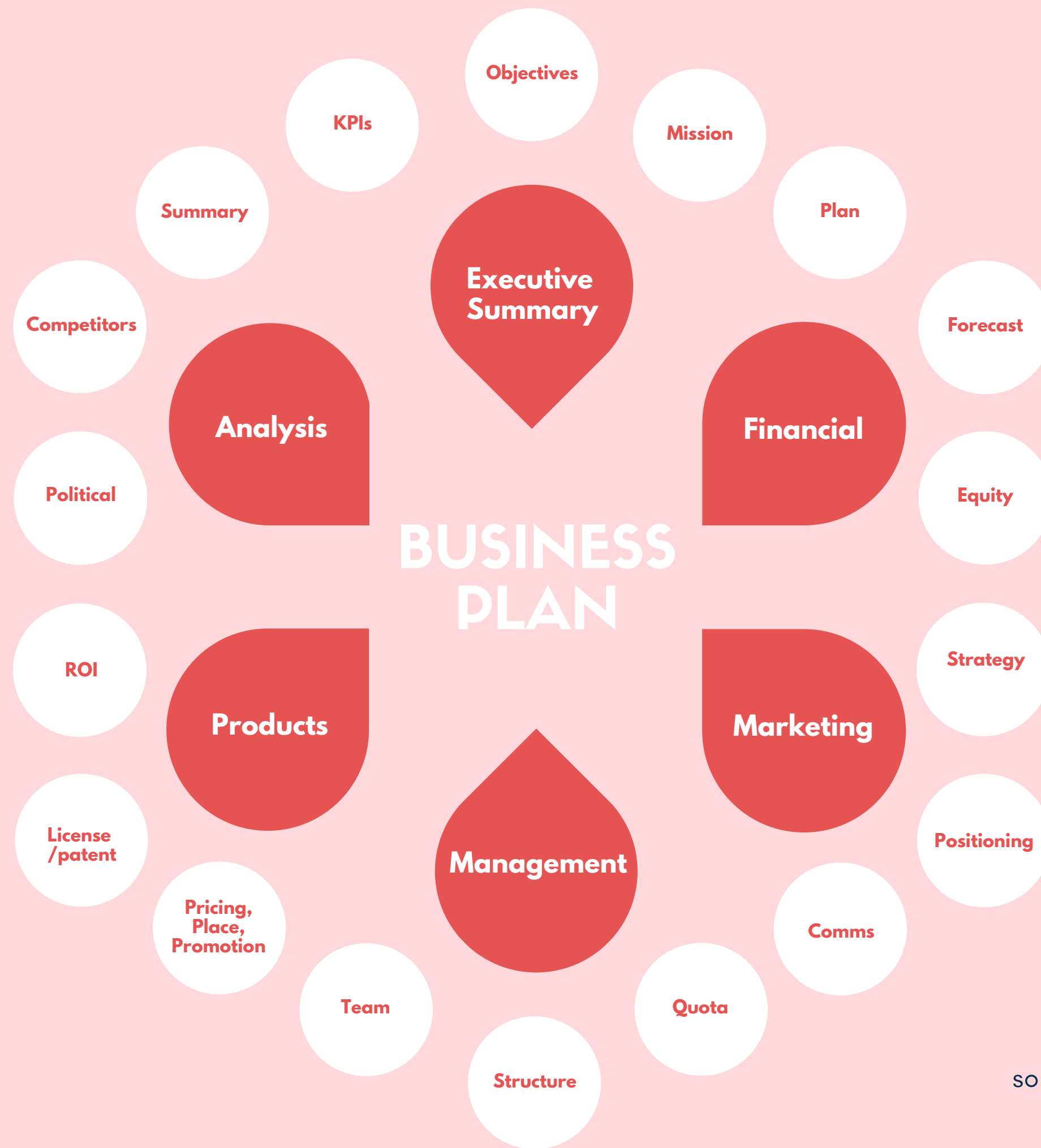
What are your threats?  
How can you turn these into opportunities?

Can your competition be a collaborator? Can you source better materials from a more sustainable source?

**PLAN  
MAKE  
DO**

PLAN MAKE DO

**Downloadable pdf**



STARTING OUT

PLAN MAKE DO



# Business Plan

(explained - non jargon version!)

## *Executive Summary*

This is basically just an overview of who you are and what your business does. You would outline what you want to achieve with it, the structure of the business, your team, the product or service you offer, the potential growth and how you will manage the finances.

## *Products/ Services*

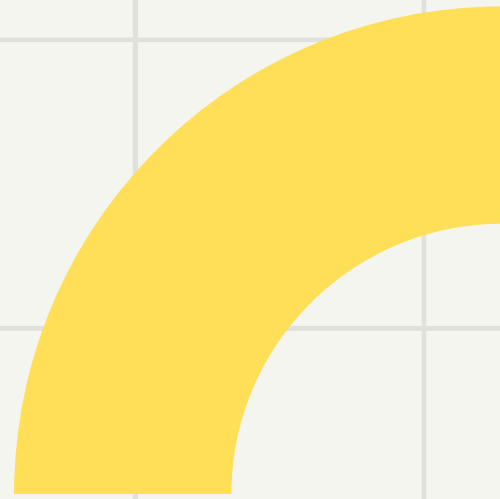
Here you would outline what your offer is - how much and where and to whom, also any licencing or affiliations you might have or wish to develop.

## *Marketing*

How will you get your message out there? Will you use online and offline strategies? Who are you trying to target? What opportunities are there to grow your community through marketing?

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# Business Plan

(non jargon version!)

## *Analysis*

What are your competitors doing? What does the overall market look like for your business? Is there gaps you can fill or diversify your product range based on feedback and data analysis? Use this to your advantage!

## *Management*

Who's running the show? Will you look to grow this once your business grows? Will you employ freelancers or have them as team members? What's the risk in it just being you?

## *Financials*

What startup capital do you have or need? How will you sustain this? How will you make sure you have enough to cover your monthly/ yearly outgoings?

STARTING OUT

things I  
want to  
create

marc  
2021

notes

PLAN MAKE DO

2021

# Top planning tips

## *Start at the end*

Start at the end and work backwards

Small steps achieve big goals

Don't lose focus of the ultimate dream!

## *Review it regularly*

Schedule in monthly or quarterly planning meetings - even if its just with yourself

Have an accountability partner

Celebrate the achievements along the way

## *Make it happen*

If it's on the to-do list - do it

If you keep skipping a task, take it off and review why you aren't doing it

Set yourself a deadline and treats along the way!

# Future focus

how far in the future do I plan for?

"today and forever"



# Remember:

Plans can (and should) change.

Because life happens, your priorities change, you might lose steam and change your practice entirely and that's ok.

The main goal is to be happy with what you're doing.

If you aren't, change it.

HAPPY

# Q&A

My favourite part! Ask anything!

# Come and say hi!

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- More talks
- Free resources

[planmakedo.com](https://planmakedo.com)

