



Intro to business planning

for creative freelancers

Register
Here:



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Plan Make Do

AUB Futures

Our session

What we will cover today

01.

Why plan? Benefits & Uses

02.

What goes in a business plan?

03.

How can I apply that to me?

Goal setting Roadmap

Ref: Brian Tracy

1

Decide on
EXACTLY what
you want

2

Write Your
Goals Down

3

Set A Clear
Deadline

4

Make A List of
Everything you
Need to
Achieve This

5

Organise Your
List in Priority
and Ease

6

Do Something
NOW for These
Goals

7

Work On It
EVERYDAY

A person wearing a bright pink suit is holding a round birthday cake. The cake is decorated with white frosting, colorful sprinkles, and three large candles that spell out '700'. The person is also holding a pink tinsel streamer. The background is a solid pink color.

the 7 benefits of planning

- Clarify Your Goals - Stay focused and motivated.
- Understand Your Market - Identify what makes you stand out.
- Make Smarter Decisions - Save time and money.
- Boost Confidence - A blueprint to get started.
- Budget Wisely - Invest in what matters.
- Build a Marketing Strategy - Attract and retain clients.
- Access Funding - A solid plan inspires trust.

**WHAT ARE YOUR
SERVICES?**



BREAD N BUTTER

the things that pay the bills, BUT you still enjoy and can do easily or quickly - do NOT fill your time with this!

THE BIG LEVERAGE WORK

well-connected clients that bring big projects and big pay - can help you leverage more work with them, there network or you can pitch to other similar clients

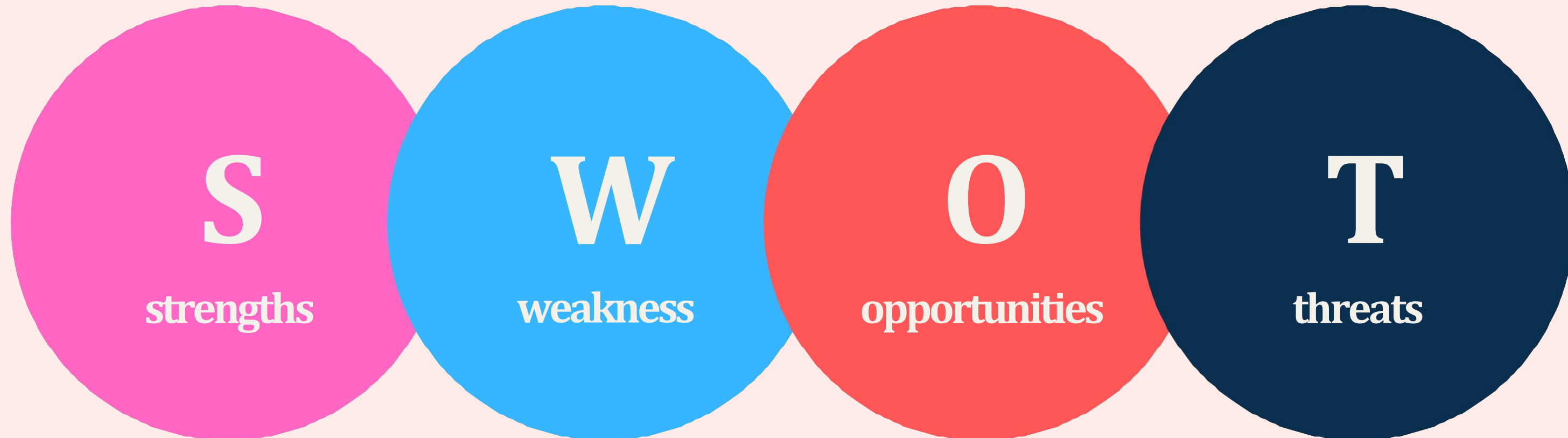
PERSONAL /EXPERIMENTAL WORK

always challenge yourself and push your personal brand forward with this work - it can lead to paid work or passive income streams

**examples of
freelance
commissioned
creative**

start with where you are right now

@planmakedo



- | | | | |
|--|---|---|--|
|  you and your skills |  your skills and knowledge |  networks |  current economic climate |
|  your ideas |  business management |  business growth |  competitors |
|  your signature style |  personal management |  location or other |  scalability |

Strengths

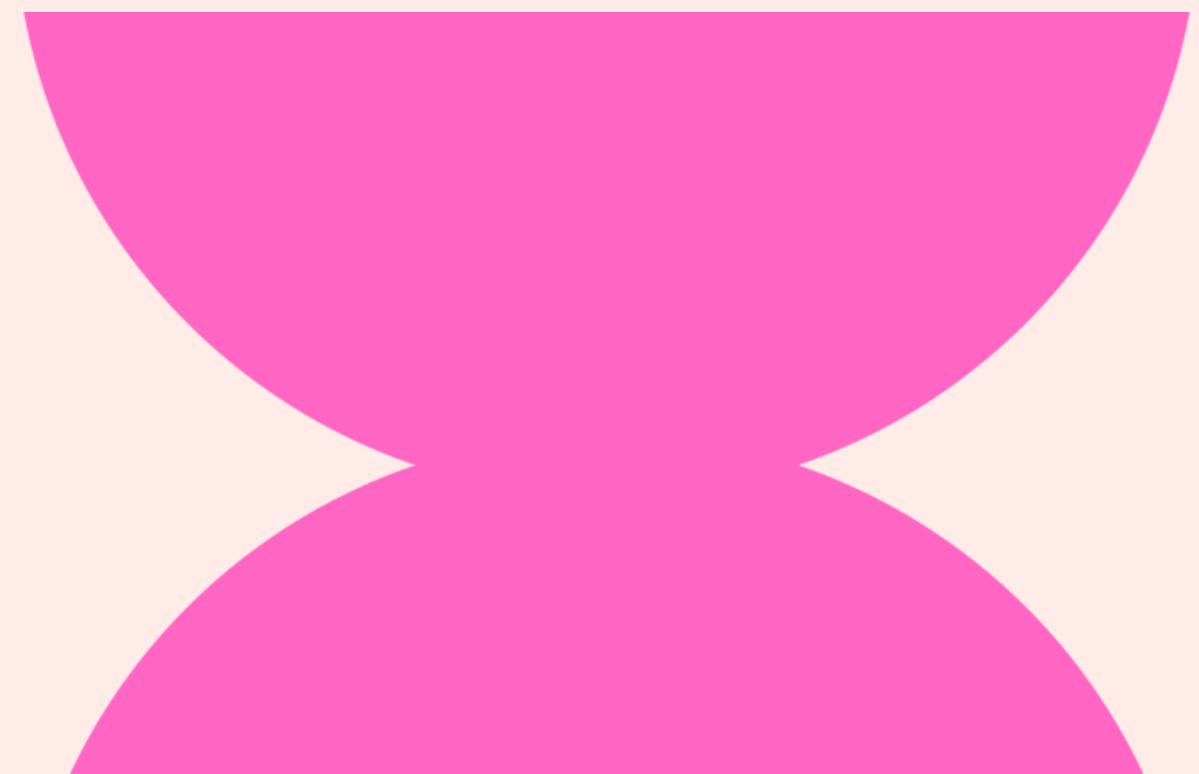
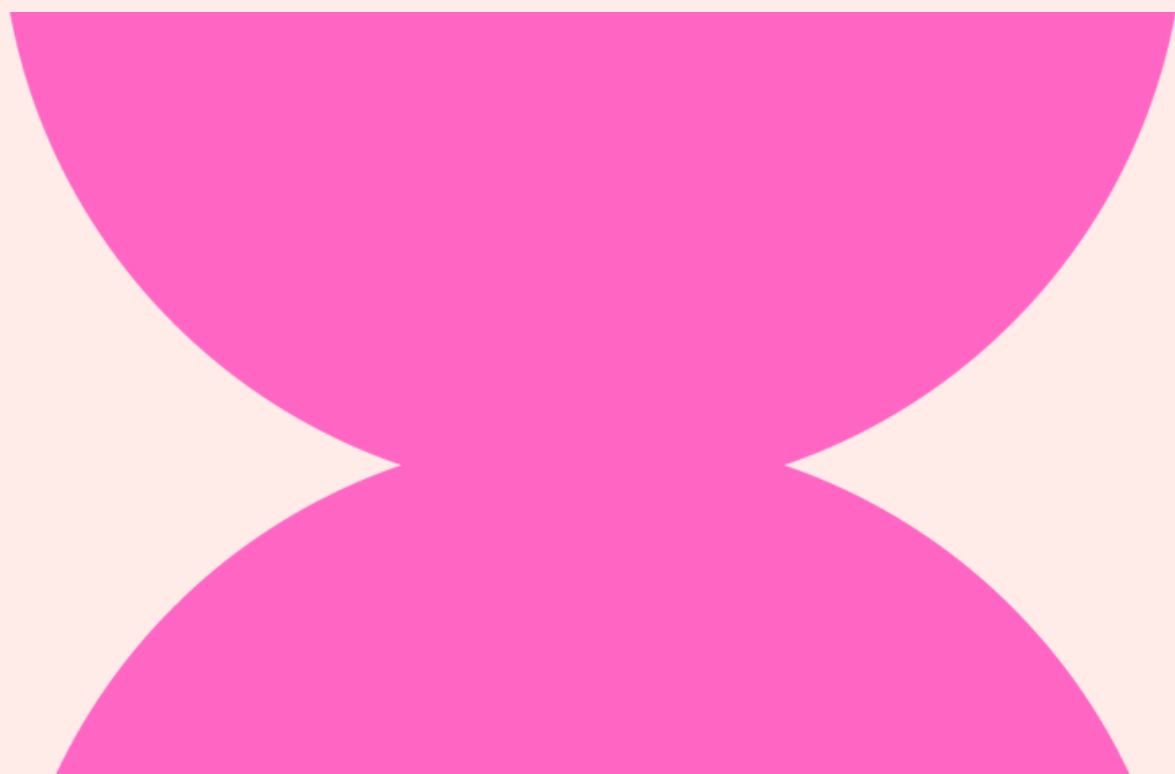
Weaknesses

SWOT ANALYSIS

Opportunities


Threats

WHO IS IT FOR?



who am i actually trying to attract?



- 
- Direct clients e.g. brands or companies
 - Indirect clients e.g. agencies, project teams
 - Agents - exclusively working
 - Full time role in a company
 - Customers - selling product or services to individuals

analyse your competition

online research

01

key words relating to your niche, your location etc

ask

02

start with who you know and ask their views, then reach further, ask questions listen and observe


**benchmark close
competition**

03

you might find 2-3 direct close competition. Great! It shows there's a demand. But what's working, what's not working? How can you do better?

**HOW WILL YOU
REACH THEM?**



A close-up, slightly blurred photograph of a wooden desk. On the left, a silver laptop is open, showing its keyboard and trackpad. To the right of the laptop, a black DSLR camera with a brown strap lies on the desk. Further right, a small orange cup holds several colored pencils. In the bottom left corner, a small orange notepad is visible. The background is a solid pink color.

get your house in order...

Portfolio - pdf and online platforms

Website - plus a professional email

CV - up to date and tailored for particular projects

Social media - main ones Instagram, LinkedIn, Pinterest

Easily contactable - pretty please!!

MY MARKETING PLAN



Now we know who we are speaking to and what we are saying:

- What channels most suit my audience?
- What approaches most suit me and my business?
- How can I make this work on a day-to-day basis alongside running my small business?

Facebook
Instagram
TikTok

Website

Newsletters

Press and Media

Channels

Own content on own
channels

Pitch for articles, guest
blogs and interviews

List on directories, guides

Partnerships and collabs

Approaches

How are you choosing to show up?



THE CHANNELS

Are you promoting your
offer in the right
places?
Can you do more?

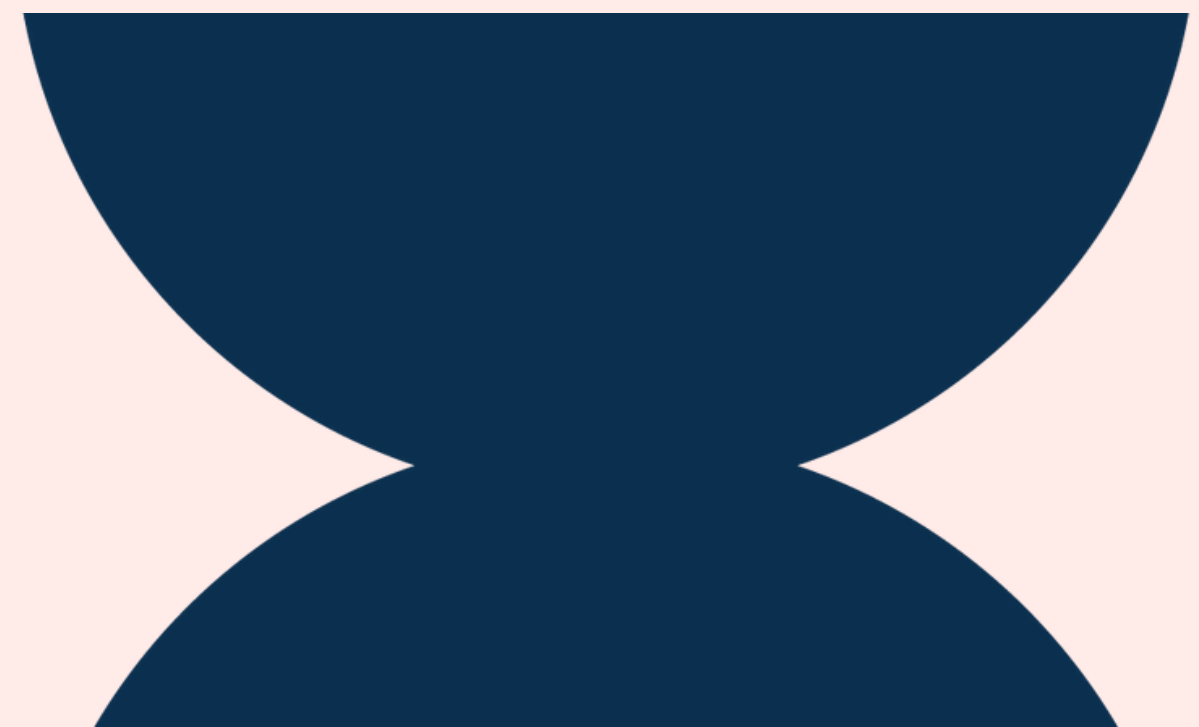
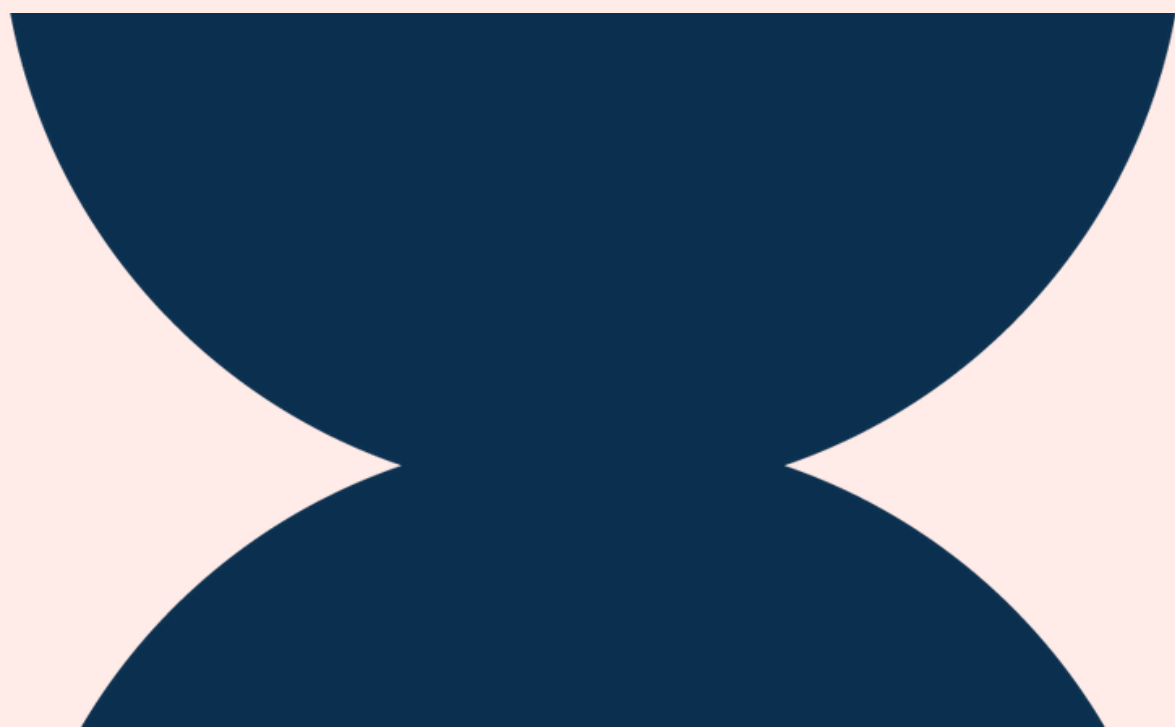
THE CONSISTENCY

What are you saying?
And how often?
How can people
engage with you?

NEW REACH

What can you IRL?
Can you collaborate?
Can you ask for
referrals?

**HOW WILL YOU
MAKE MONEY?**





daily rates in the industry

The Association of Illustrators
Major Players Salary Survey
TheGOODList

What do I need to make each month?

What would I LIKE to make each month?

INCOME

What does my monthly expenses consist of?

What can I cut back on or be more strategic about when it comes to costs?

EXPENDITURE

Project Your Income

- Base it on realistic market trends.
- Consider your skills and expertise.
- Factor in setup and running costs.

E.g., Year 1: £20,000 → Year 2: £28,000 → Year 3: £35,000.

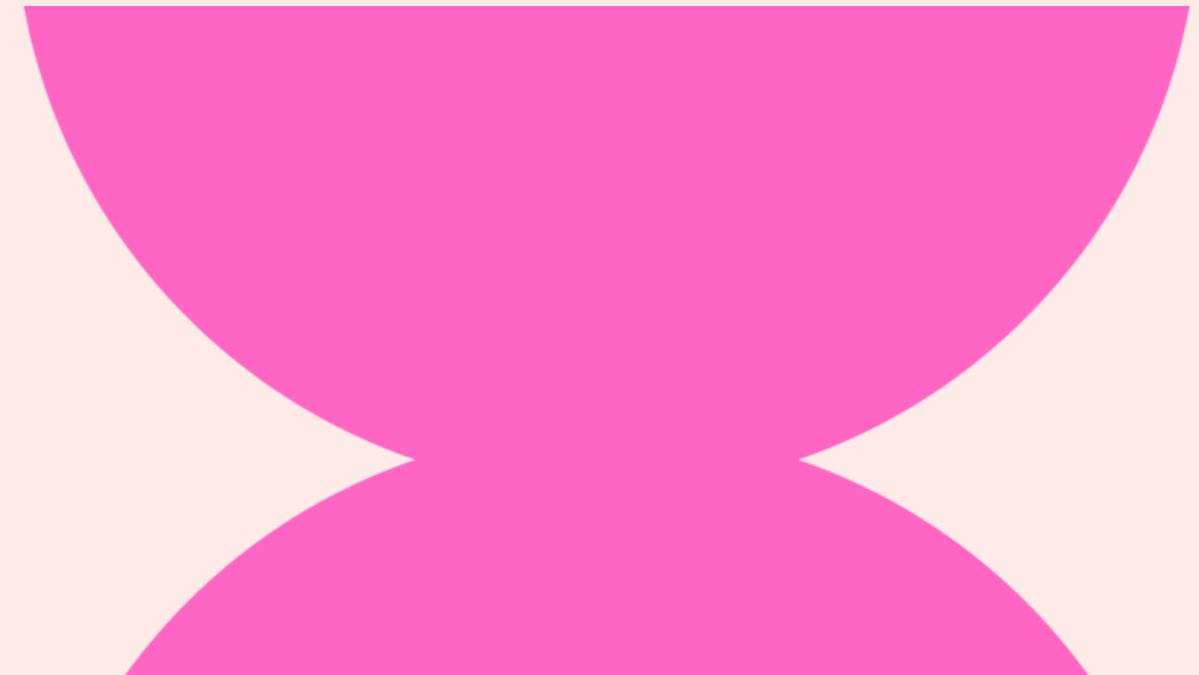
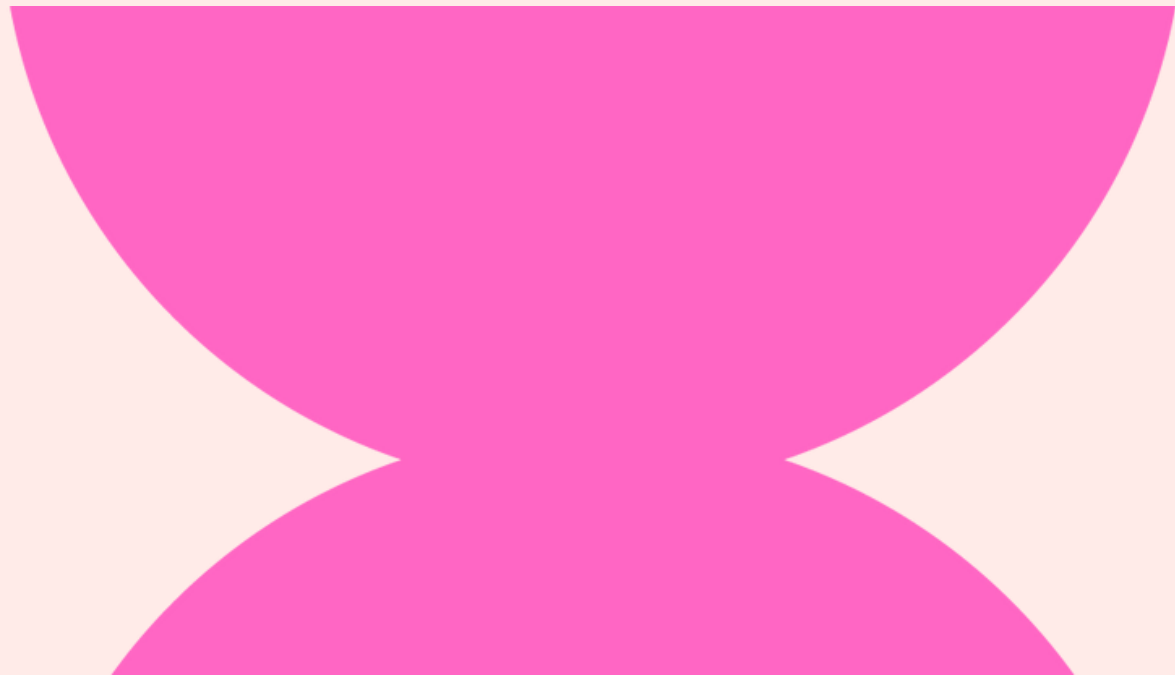
INCOME

What will your likely costs be?

- Equipment
- Insurance
- Professional fees e.g. accountant
- Office expenses
- Travel
- Training and development
- Taxes

EXPENDITURE

**HOW WILL YOU
KEEP IT GOING?**



A close-up, slightly blurred photograph of a wooden desk. On the desk, there is a silver laptop with a black keyboard, a black DSLR camera with a brown strap, a black smartphone, and a small orange cup holding several colored pencils. The background is a solid pink color.

sweat the small stuff...

looking after your day to day management will ultimately bring success

tell us how you will deliver exceptional value to clients while ensuring efficient and effective processes.

intro to an operations plan

project management

01

Using project management tools to ensure that projects are delivered on time and within budget. Do you need a team or support? If so, what does that look like?

financial management

02

Maintaining accurate financial records, invoicing clients, and tracking expenses to ensure profitability.

continuous improvement

03

Regularly reviewing processes and seeking feedback from clients to identify areas for improvement.

a weekly view

Monday

Content plan
Admin
Chase invoices
Reply to emails
Complete project

Tuesday

Update portfolio
and website
Client calls
Project work

Wednesday

Out of the office

Personal work and
experiments

Thursday

Project work

Marketing

Go to an event or
meet people

Friday

Planning morning

Experiment work

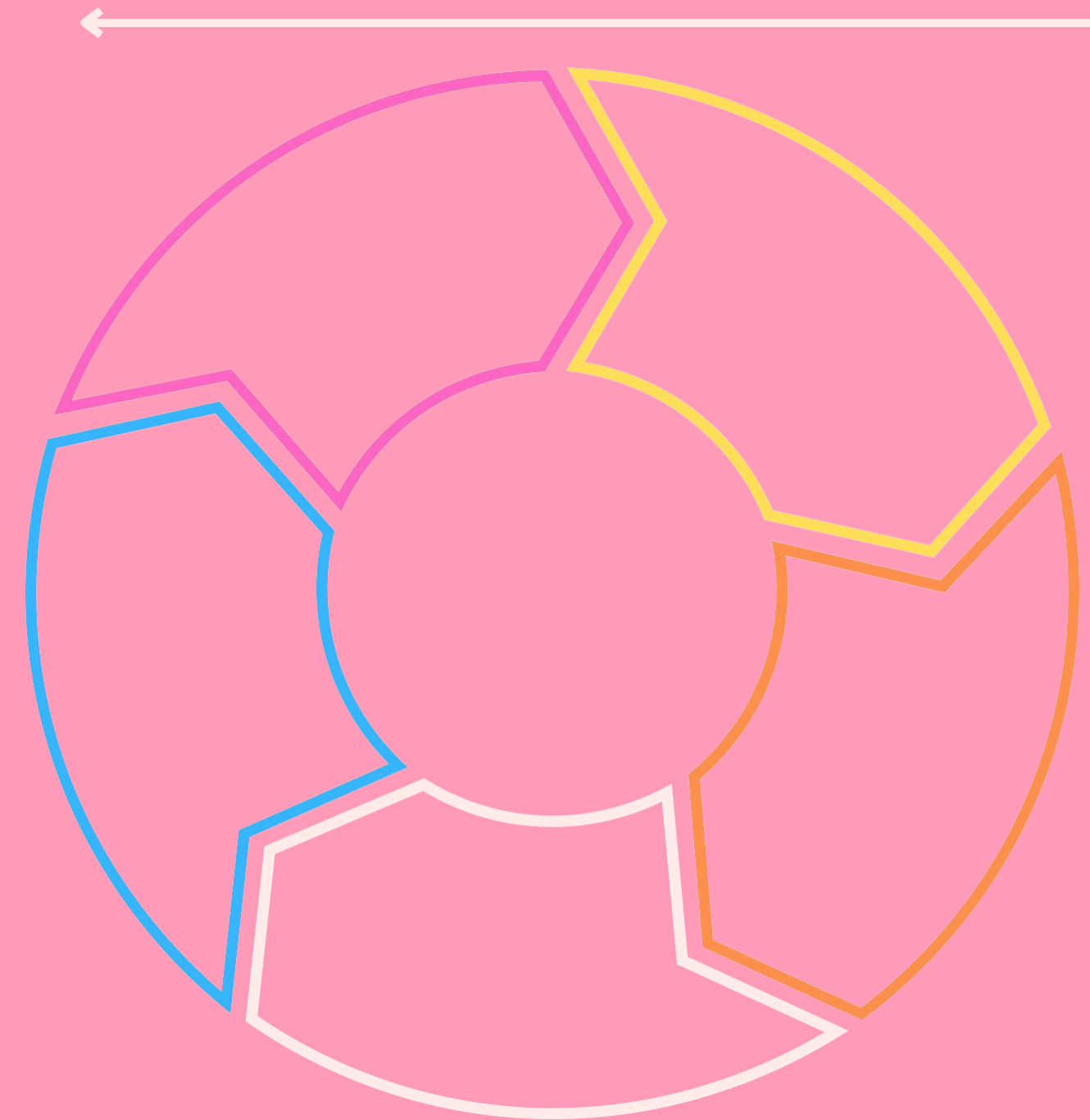
Project work

Inspiration
afternoon

final business plan overview

now you can take over the world!

- 1.Executive Summary:** Tell us an overview of what this business is and why it exists.
- 2.Services:** Outline what you offer.
- 3.Target Market:** Tell us who its for and your competition.
- 4.Marketing:** How will you tell people you exist?
- 5.Operations:** How will you manage the day to day and what's next for the business?
- 6.Financials:** What is your projected costs and income?
- 7.Conclusion:** Write up a summary of the above sections on how and why this business can be a success!



My Business Plan Overview

your business:

Services

Target Market

Operations

Marketing

Financials

stay in touch



you're all rockstars!

see you at the next session,

Laura xx

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