



# How To Create Your First Business Plan

Francesca Marano - @FrancescaMarano



# CIAO! SONO FRANCESCA

- ★ WordPress Community Team
- ★ Ex freelancer that built websites for freelancers
- ★ WordPress Community Manager

 SiteGround



# A CAUTIONARY TALE

# A BIT ABOUT MY BUSINESS

- ★ 2008 - WordPress.com personal website
- ★ 2010 - WordPress.org and first client
- ★ 2011 - Freelancing as side gig
- ★ 2012 - Freelancing full time



# FIRST EIGHT MONTHS OF 2012

★ 14,000€ spent (2k more than I had)

★ 3,000€ invoiced

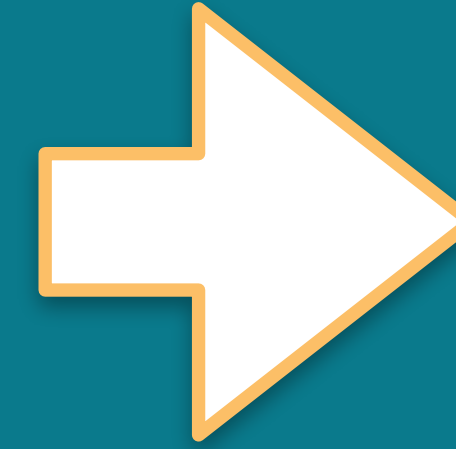


# SUMMER OF 2012

- ★ Administrative Manager at a local company full time
- ★ Freelancing as a side gig



# SUMMER OF 2013



- ★ (Back to) Freelancing full time
- ★ Invoiced 18.000€





Jennifer Lee

The Right Brain Business Plan





# WHAT IS A BUSINESS PLAN?



A business plan is a **formal statement** of business goals, reasons they are attainable, and plans for reaching them. It may also contain background information about the organization or team attempting to reach those goals.

**Wikipedia**



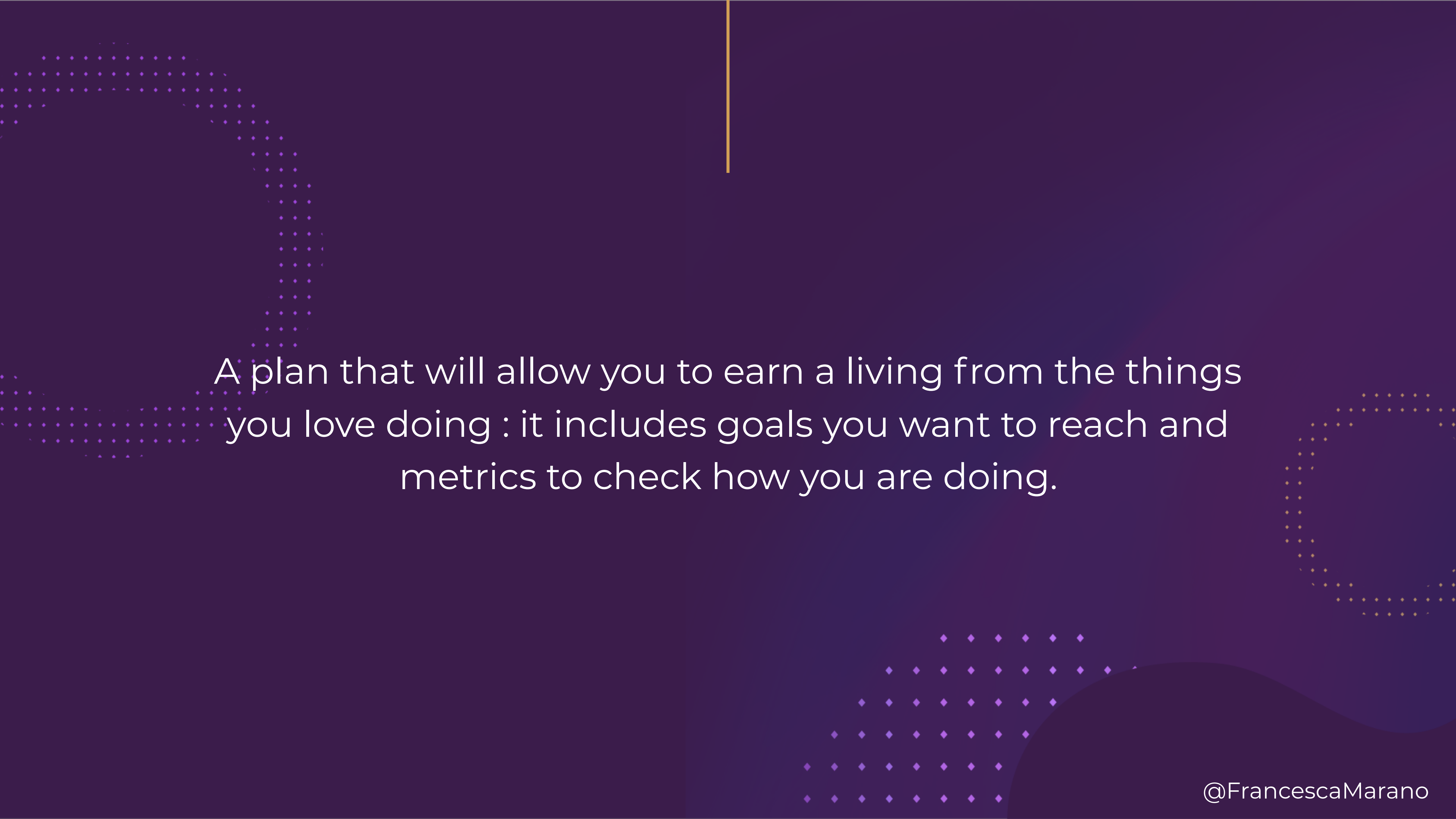




# PLAIN LANGUAGE

- ★ A way to find **clarity** amongst all the wonderful ideas you have
- ★ A document to **write** those ideas instead of keeping them in your head
- ★ A **map** to help you navigate even through the dark





A plan that will allow you to earn a living from the things you love doing : it includes goals you want to reach and metrics to check how you are doing.



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# CHI HA PAURA DEL BUSINESS PLAN?

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Francesca Marano

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*Yours Truly*

Chi ha paura del business plan?  
(Who is afraid of the business plan?)

# WHAT DOES A BUSINESS PLAN LOOK LIKE?



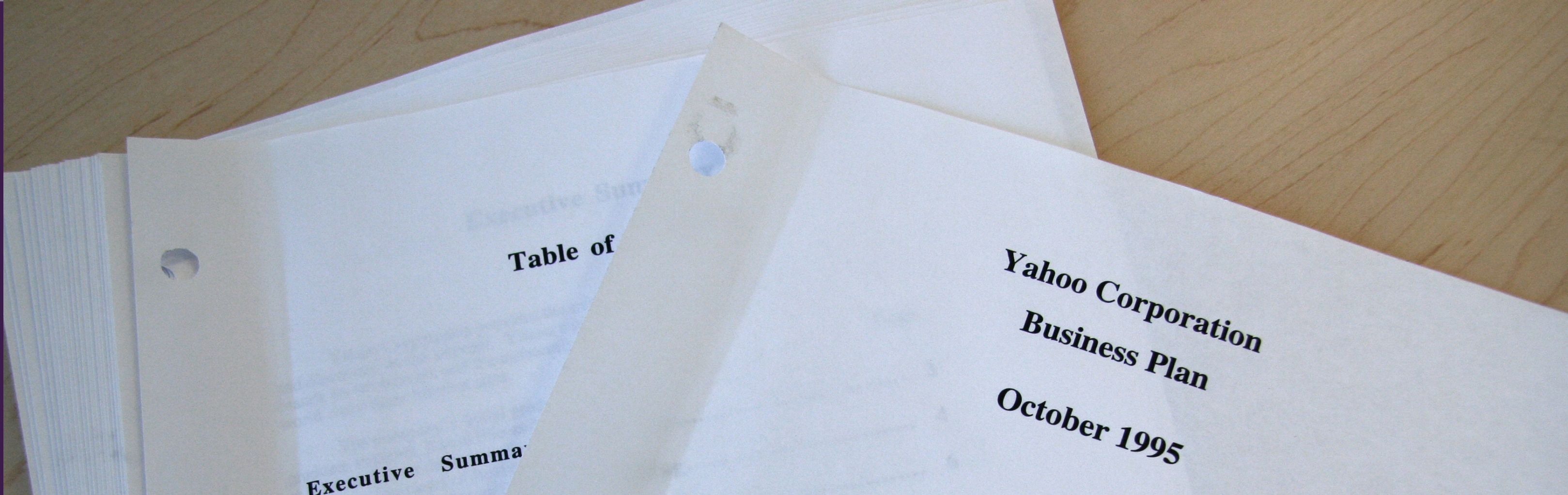


Table of

**Yahoo Corporation  
Business Plan  
October 1995**

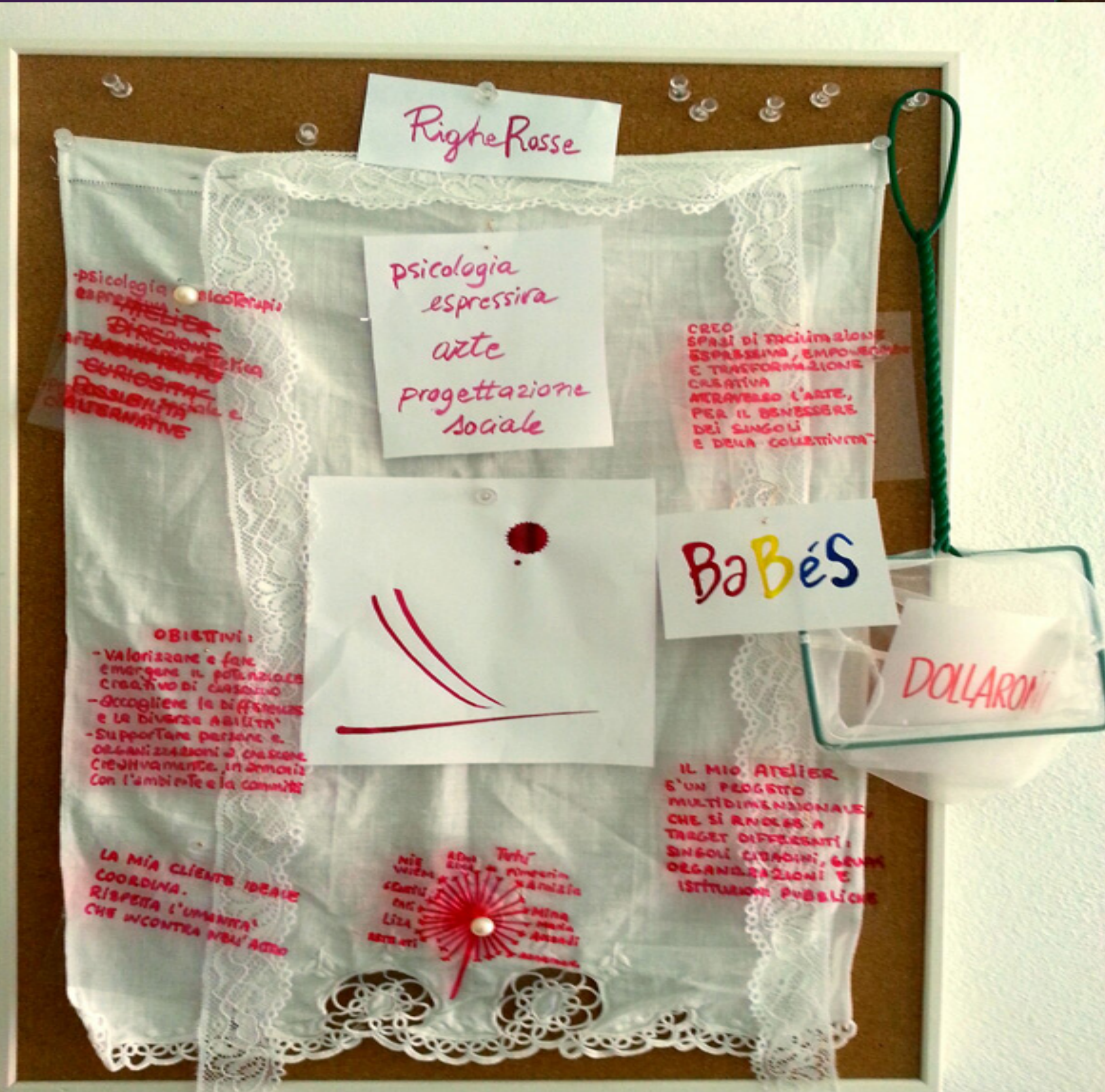
- Executive Summary
- Milestones Since
- Business Strategy
- Market Analysis
- Competitive
- Risks
- Projections
- Management

This document has been prepared for the exclusive use of \_\_\_\_\_  
 Number 24  
 By accepting this confidential business plan (the "Plan"), I agree not to reproduce it, or distribute it to any other person or organization, without the prior written consent of Yahoo. This document is permanently confidential all information contained herein, in connection with any additional documents, and any disclosure, request, the recipient will be held responsible for, without retaining a copy.

- Executive Overview: One page description of what your book opportunity is.
- Staffing/Founders: Include info on who's behind the plan: names, how many have a board of advisors (or editorial board)? (1 page)
- Target Audience: Overview of who will be buying your books. (1 page)
- Editorial Strategy: What types of books will you be publishing? Are there any we'll seek out? Include a forecast of what books you'll be publishing in your what books you'd like to publish in your first three years. (2-3 pages)
- Competition: Who else is trying to reach this audience? Talk about how your press steal market share from existing presses, or will people they're already reading? (1 page)
- Online Strategy: What will the web do for you?
- Marketing Plan: What will the web do for you?









## VISION

usare internet come strumento di emancipazione economica per creativi, in particolare donne

## MISSION

aiutare i creativi a creare la propria presenza e attività online

## PITCH

sono una doula, una levatrice, una donna al servizio di altre donne nel momento del parto, ma te cuo nascere brt invece che bambini

15	GENESIS	32,000
5	À LA CARTE	20,000
	MANUTENZIONE	5,000
20	CORSI ONLINE CICCİ	18,000
30	CORSI ONLINE LEGGERI	4,000
50	CORSI DAL VIVO	20,000
50	EBOOKS	1,000
		<hr/>
		100,000 €

## ♥ AMBRA

donna, coetanea, colta, senso dell'umorismo, cittadina, si affida e si fida, ama il design, less is more, sa quello che vuole, tecnobeha e curiosa

#donnainproprio



★ 23K - Training (on and offline)

★ 2K - Books

★ 25K - Websites

★ Target: Barbara P.

★ Offer: more complex websites with group of contractors

# THE RULES OF THE BUSINESS PLAN



**01. DO IT**



# 02. REALLY, DO IT

# 03. DEFINE YOUR MISSION



# 04. PICK A TARGET

# 05. SOLVE PROBLEMS



# 06. HUSTLE

# 07. MAKE IT RAIN





**08. DON'T  
GO ALONE**



# 09. KNOW YOUR COMPETITION





**10. BE  
YOURSELF**



**DO IT!**





**QUESTIONS?**

**@FrancescaMarano**