



# Who Is Afraid Of The 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)

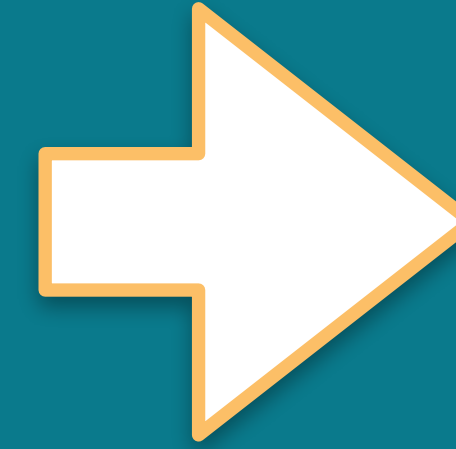
★ 3,000€ invoiced



# 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?

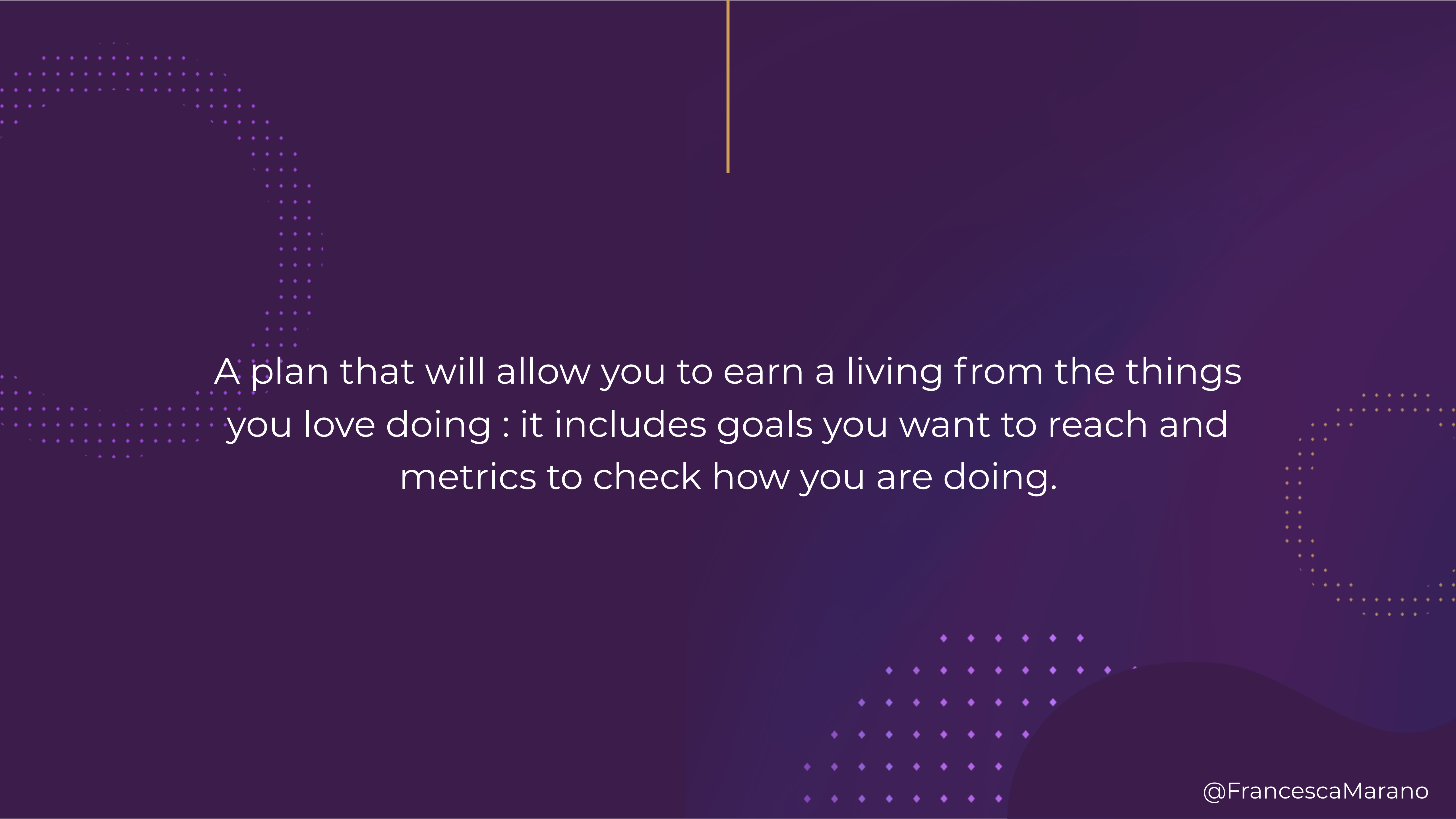
A business plan is a **formal statement** of business goals, reasons they are attainable, and plans for reaching them. It may also contain background information about the organization or team attempting to reach those goals.

**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

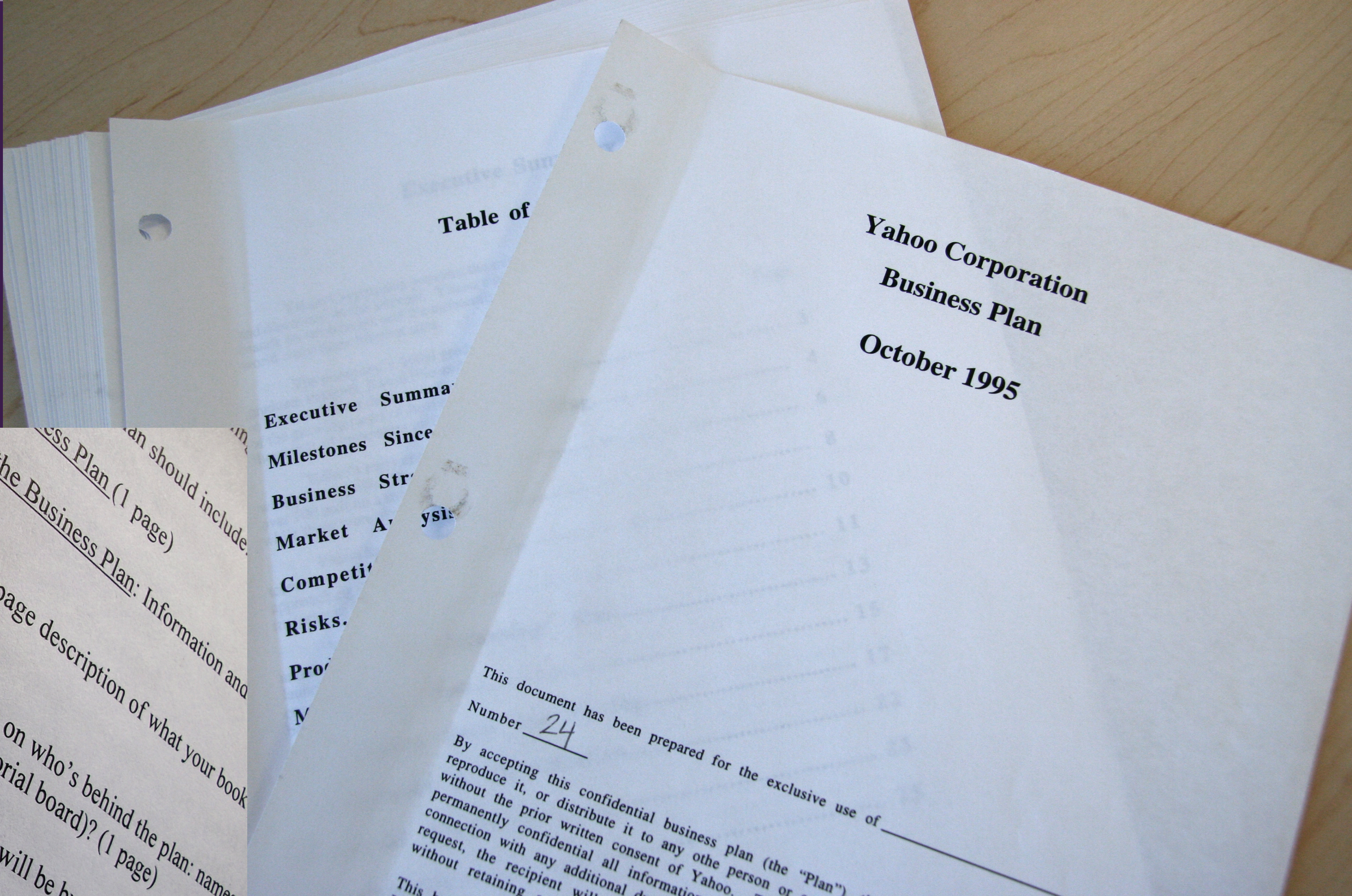
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*Yours Truly*

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

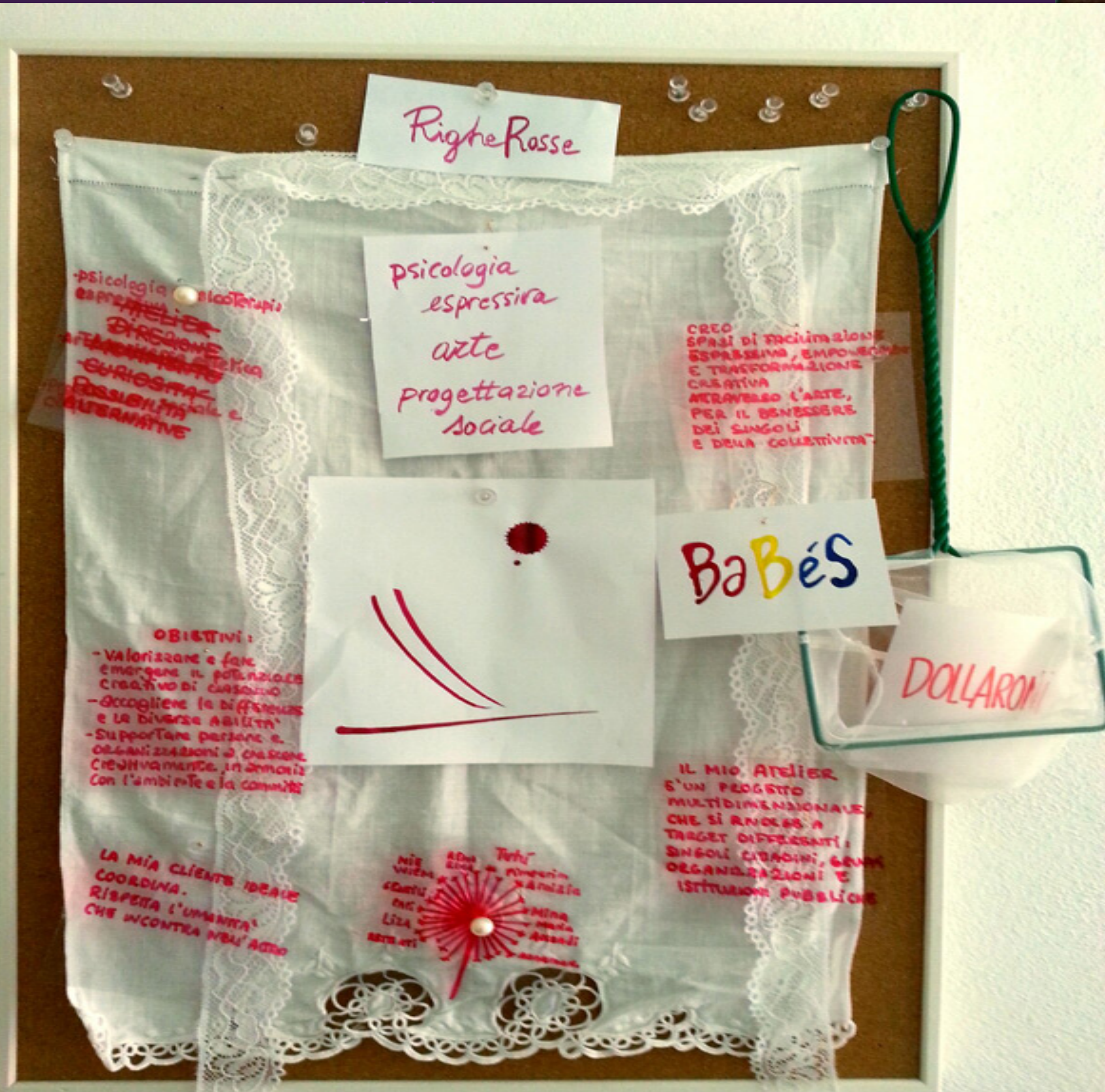
# WHAT DOES A BUSINESS PLAN LOOK LIKE?





- Executive Overview: One page description of what your book opportunity is.
- Staffing/Founders: Include info on who's behind the plan: names, 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 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
- Marketing Plan: direct





## 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 int 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**