



How to Create Your First Business Plan

Francesca Marano

Ciao!



Sono Francesca

- WordPress Community Manager
SiteGround
- Release Co-Lead 5.3 and 5.4
WordPress.org

A Cautionary Tale



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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?



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“

*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.*

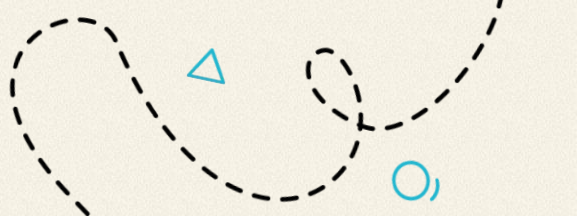

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Wikipedia


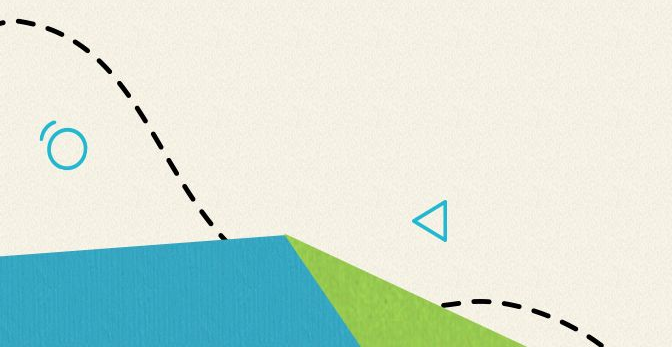


Plain language

- ✓ 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.





CHI HA PAURA DEL BUSINESS PLAN?

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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?



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Yahoo Corporation Business Plan

October 1995

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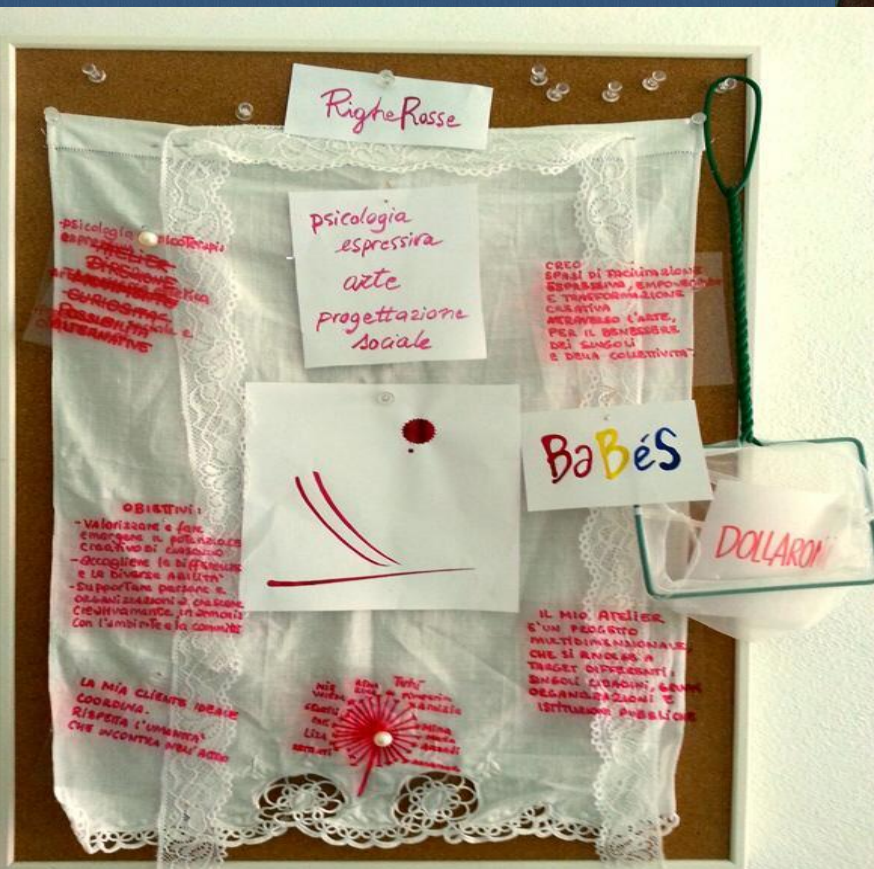
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- ✓ Executive Overview: One page description of what your book opportunity is.
- ✓ Staffing/Founders: Include info on who's behind the plan: names, how have a board of advisors (or editorial board)? (1 page)
- ✓ Target Audience: Overview of who will 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 marketing plan do for you?



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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 faccio nascere int invece che bambini

15	GENESIS	32,000
5	À LA CARTE	20,000
10	MANUTENZIONE	5,000
20	CORSI ONLINE PICCI	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, tecnobeta e curiosa

#donna in proprio

- ✓ **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



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01. Do It



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02. Really, do it



03. Define your mission



04. Pick a target



05. Solve problems



06. Hustle



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07. Make it rain



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08. Don't go alone



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09. Know your competition



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10. Be yourself



Do It!



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Let's continue the conversation

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Where

Online

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