



How to Create Your First Business Plan

Francesca Marano - SiteGround

Ciao!



Sono Francesca

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

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.*

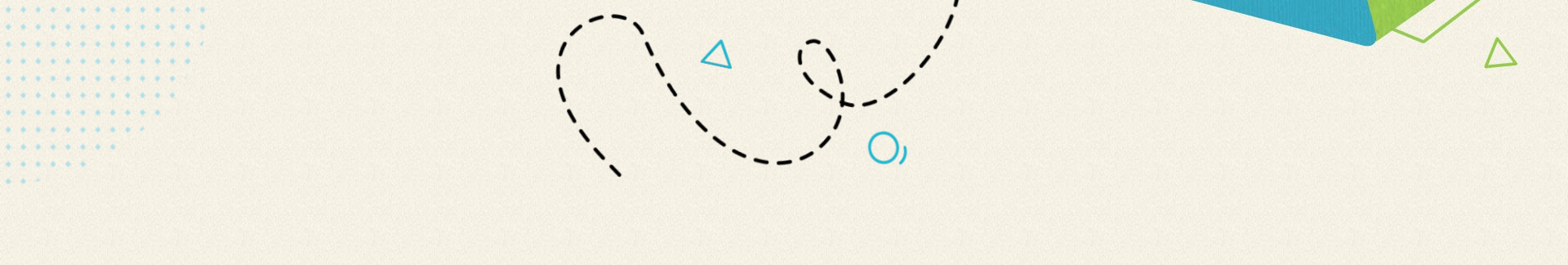
””

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.





CHI HA PAURA DEL BUSINESS PLAN?

Francesca Marano

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.
Pro
M

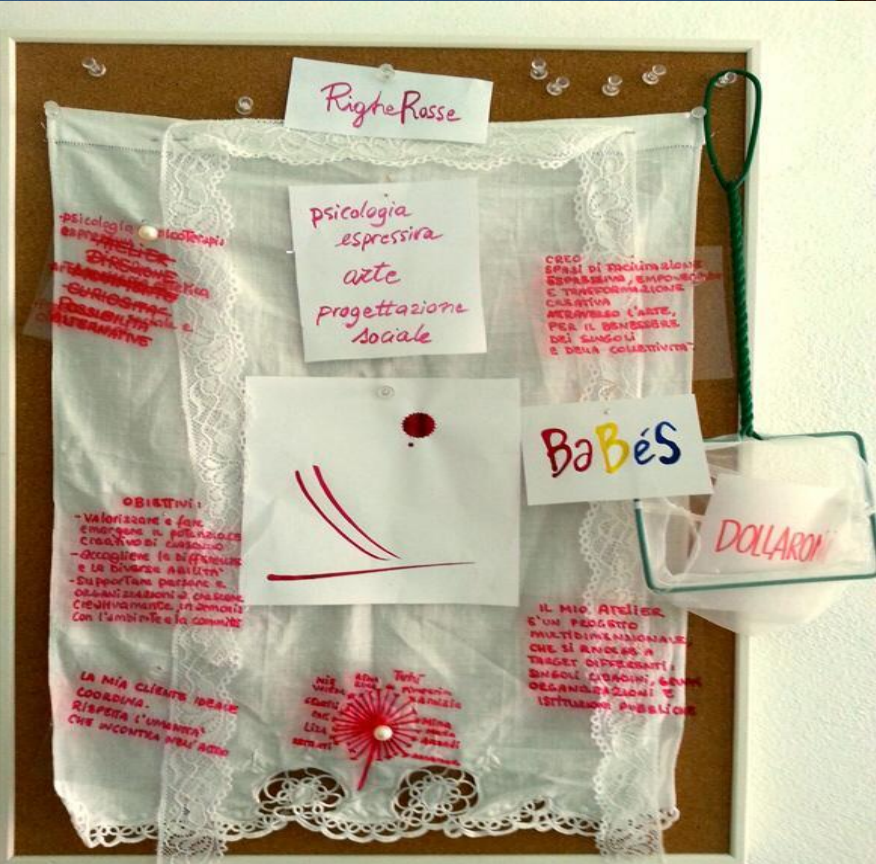
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By accepting this confidential business plan (the "Plan"), I agree not to reproduce it, or distribute it to any other person or organization, without the prior written consent of Yahoo. If you have any request, the recipient will be held responsible for providing the information 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, titles, and how they will be buying your books. (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 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?



@FrancescaMarano



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 donna, una lesbica, una donna al servizio di altre donne nel momento del parto, me faccio nascere int invece che bambini

15	GENESIS	32,000
5	À LA CARTE	20,000
10	MANUTENZIONE	5,000
20	CORSI ONLINE CICCİ	18,000
30	CORSI ONLINE LEGGERI	4,000
50	CORSI DAL VITO	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

#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!



 @FrancescaMarano

Let's continue
the conversation

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