

*0000 Business Plan
Independent Associates
December 31, 0000*

Overall objective: Strengthen the business and my financial independence, now and in the future

1. *Reorient the business mix.* Reduce dependence on agency work and small retailers; get more collateral and web-site update projects from corporate clients.

- a) Build a corporate mailing/contact list of at least 250 names.
- b) Write as many introductory letters as often as necessary to average at least one corporate portfolio showing each week.
- c) Join BPAA and local Ad & Sales Club to meet and network with corporate personnel.

Expect that agency and retailer projects, 75% of volume presently, will drop to 60% by mid-year and 40% by year end (corporate work will be 60%).

2. *Grow net income from \$70,000 to \$85,000.*

- a) Raise current billing rate of \$110 per hour to \$125 for all new clients.
- b) Improve billing practices to ensure that all time is billed.

Expect 20% (\$17,000) of yearly net income by April 30, 40% (\$34,000) by June 30; 75% (\$63,750) by September 30. Monthly billable efficiency should be at least 50% by mid-year, and 55% by year end.

3. *Establish a retirement/long-term savings plan.*

- a) Talk to my accountant about diverting income into a tax-advantaged savings plan so as to allow retirement by age 60.

Expect the plan to be set up, and to begin making contributions by June 30.