



510-879-7600

www.AllisonBliss.com

Business Planning Budget

Date

Your Company name

Use this form to help plan your business. It's just a general overview to help you remember items to include. Add any items specific to your business so you can track those over time.

<u>item</u>	<u>estim./mo.</u>	<u>est. cost/yr.</u>	<u>actual</u>	<u>pay date</u>
<u>revenues</u>				

note: you must average your last 10-40 sales to fill this in.

Note: After evaluating hundreds of businesses, I notice most people estimate half that time it takes to reach profitability and double the revenue they will likely collect in the first year.

overhead

- office space
- telephone
- IT, computers, etc.
- equipment, tools, specialty items
- utilities
- auto
- education
- dues & subscriptions
- memberships, unions
- bus. Insurance
- specialty insurances: travel, events, E&O, etc.
- lease/purchase equipment
- bank charges
- loan paybacks
- moving expenses
- furniture, office supplies, décor
- postage, shipping
- web or blog domain hosting
- email hosting
- tools to do your service/job
- repairs & maintenance

subtotal overhead

marketing

consultations, plans
web or blog development/additions
social media mgmt. or training
SEO (search engine optimiztn.)
campaign dev/creative
printing
design
copywriting
biz cards, ltrhd, etc.
sales materials
promotions/ads
travel & entertnmt
web updates, maint.
outreach, targeting
database or software to manage
networking or events

subtotal marketing

personnel: list below

sales staff (or contractors)
admin staff (or contractors)
accounting staff (or contractors)
marketing staff (or contractors)**
that's what we offer!
specific assts., advisors,
technicians, skilled specialists, per
your biz

subtotal personnel

for products:

list supplies for mfg.
equipment for mfg
leasing
equipmt. maint, repairs
depreciation
special licenses
build out, construction
safety eqpmt.
other, specify!

subtotal for products

providers or subcontractors for services: (high level)

bookkeepers
legal counsel
marketing & business consulting
financial or tax advising
IT mgrs. or web master
other - specific to your industry

subtotal for contractors

TOTAL BUDGET NEEDED

CURRENT TOTAL INCOME

CURRENT PROFIT/LOSS

PERCENTAGE INCREASE NEEDED FOR PROFITABILITY

Various types of marketing plans/actions bring different profitability.

For a typical **20-40% increase** plan see our [Growing Small Business: Strategic Action Plans & Support](#)

[Or choose from our Menu of Services](#)



Video & TV



Websites & Blogs



Strengthen Digital Strategy



Social media



Branding, Writing, PR & Graphic Design



Knowledge is Bliss: Stand Out from Competitors



Walks With Bliss:
Epiphanies for business challenges.



Publicity: Become known. Fill your events!

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