

Business Plan

Jeff Conniff Works of Art

OVERVIEW

What will you sell? Works of art, custom built, to fit the requirements of a specific interior, and owner. See

<http://jconniff.github.io/art/>

Who will buy it? Clients of interior designers

How will your business idea help people? You can find lots of art to online and offline, but sometimes you need something special, original, and/or custom for your space and personality. I gather requirements from interior designers and their clients, produce sketch proposals, and then produce just the right work of art.

REVENUE

What will you charge? Time and materials at \$__ / hour

How will you get paid?

1. Following approved sketches and cost estimate, 10% to start.
2. 40% of current estimate with images at mid-completion point.
3. Balance at delivery.

How else will you make money from this project?

MARKETING

How will customers learn about your business? Email and phone campaign targeted to interior designers, with links to website sample art images.

How can you encourage referrals? Extra business cards at delivery. 5% rebate for every completed referral project.

SUCCESS

The project will be successful when it achieves these metrics:

1. Be engaged in projects I enjoy creating,
2. Spend an average of 5 - 30 hours per week.
3. Be reasonably reimbursed for art.
4. Marketing, promotional, and business tasks are less than 4 hours per week.

OBSTACLES / CHALLENGES / OPEN QUESTIONS

Specific concern or question #1

Accuracy in estimating custom creative process

Proposed solution to concern #1

Improve over time. Expect to not receive fair compensation for a few projects during the learning curve of estimating.