

# SMM Budget Planner

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## Section 1: Monthly Revenue Goal

Instructions: Choose your target band for expected revenue as an SMM. Tick one or more as you progress.

- \* \$1,000-\$1,250
- \* \$1,250-\$1,500
- \* \$1,500-\$2,000
- \* \$2,000-\$2,500
- \* \$2,500-\$3,000

Notes (optional): \_\_\_\_\_

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## Section 2: Platform Costs

Instructions: List your monthly platform costs. For Level 2, aim to keep total platform costs in the \$30-100 range (e.g. Later, Metricool, Buffer paid, Canva, link-in-bio).



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## Section 3: Income Tracking

Instructions: Record each payment as it comes in. Use "Source" for client name or platform. Update the running total so you can see progress toward your revenue goal.

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## Section 4: Expense Categories

Instructions: Track expenses so you know your net. Categories: software, marketing, taxes, other. For Level 2, expenses may include tools, tax set-aside, and (optional) subcontractors.



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## Section 5: Net and Notes

Instructions: Net = Total income (from Section 3 running total) - Total platform costs (Section 2) - Total expenses (Section 4). Use this to see how much you keep and to plan next month.

Net this month (\$): \_\_\_\_\_

Notes for next month: \_\_\_\_\_