

Agency Budget Planning - Content Specification

This file is the content specification for the PDF Agency Budget Planning (Level 3). Use it to regenerate or update the PDF so the wording and structure stay consistent with the package. Terminology follows TERMINOLOGY_STYLE_GUIDE.md (./docs/TERMINOLOGY_STYLE_GUIDE.md).

Level 3 context: Full-service social media agency; time investment 8-12 weeks; expected revenue \$3,000-\$10,000+/month; platform costs \$100-300/month.

Section 1: Revenue Target

Instructions: State the revenue target band for Level 3.

- * **Revenue target:** \$3,000-\$10,000+/month (or user's specific number within this band).
 - * **Note:** This is agency revenue (retainers, add-ons, projects). Use terminology from `docs/TERMINOLOGY_STYLE_GUIDE.md` (expected revenue, not "potential earnings").
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Section 2: Platform Costs

Instructions: Allocate platform and tool costs.

- * **Platform costs (Level 3 range):** \$100-300/month. List line items (e.g. Hootsuite, analytics tools, project management, other SaaS).
 - * **Total platform costs:** Sum. Update monthly as tools change.
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Section 3: P&L-Style Summary

Instructions: One-page profit-and-loss style summary.

- * **Revenue:** Total revenue (by source if desired: retainer, add-ons, projects).
 - * **Costs:** Platform costs (Section 2); team/contractor costs; other direct costs (e.g. freelancers, ads spend on behalf of agency).
 - * **Gross margin or net (before owner pay):** Revenue minus costs. Optional: show as % of revenue.
 - * **Owner take-home or salary:** What you pay yourself. Document so the PDF supports [Agency Revenue Strategy](social-media-level-3-agency-revenue-strategy.md) (pricing and team cost).
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Section 4: Cash Flow

Instructions: Simple cash flow view.

- * **Inflows:** When client payments hit (e.g. monthly on the 1st; net 15).
- * **Outflows:** When platform, team, and other costs are due.
- * **Buffer or reserve:** Recommended 1-2 months of fixed costs. Note in the PDF so users can track reserve over time.

Section 5: Team and Contractors

Instructions: Track team and contractor cost.

- * **Team/contractor cost per month:** List each role or contractor and monthly cost.
 - * **Total team cost:** Sum. Use with [Agency Revenue Strategy](social-media-level-3-agency-revenue-strategy.md) Part 3 (when to scale, pricing and team cost).
 - * **Notes:** When you added or changed team; when you plan to add next (e.g. at X clients or Y revenue).
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Notes

- * Use with the [Agency Revenue Strategy](social-media-level-3-agency-revenue-strategy.md) for revenue mix, when to scale, and monthly review.
- * Document in README.md. The actual PDF is downloadable from the Planning section; this spec is for authoring or recreating the budget planning document.