

Solo Agency Budget Worksheet

Section 1: Revenue Goal

Instructions: State the revenue goal band for Level 1.

- * **Revenue goal:** \$2,000-\$5,000/month (or user's specific number within this band).
 - * **Note:** 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 1 range):** \$100-300/month. List line items (e.g. Systeme.io, HubSpot, ClickUp, Hello Bonsai, Canva, other SaaS).
 - * **Total platform costs:** Sum. Update monthly as tools change.
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Section 3: Income Tracking Table

Instructions: Track income by source and month.

- * **Columns (recommended):** Month, Client/source, Amount, Payment status (Paid / Pending / Overdue).
 - * **Rows:** One row per client per month (or per project). Sum by month for total income.
 - * **Use with:** [Solo Revenue Strategy](agency-level-1-solo-revenue-strategy.md) revenue model (X clients x \$Y = target).
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Section 4: Expense Categories (Tools, Marketing, Contract Help)

Instructions: Track expenses by category.

- * **Categories:** Platform costs (from Section 2); Tools (e.g. Canva, domain, other); Marketing (e.g. ads, courses); Contract help (e.g. freelancer, accountant). Add other categories as needed.
 - * **Per month:** List each expense and amount. Sum for total expenses.
 - * **Notes:** Optional column for one-off or irregular expenses.
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Section 5: Net and Notes

Instructions: Calculate net and add notes.

- * **Net:** Total income minus total expenses for the month. Optional: year-to-date net.
 - * **Tax set-aside:** Recommended 25-30% of income set aside for tax (adjust for jurisdiction). Note in worksheet or in notes.
 - * **Notes:** Space for one-off items (e.g. "One-time course purchase," "Client X paid late"). Use for monthly review with [Solo Revenue Strategy](agency-level-1-solo-revenue-strategy.md).
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