SMM Budget Planner - Content Specification

This file is the content specification for the PDF SMM Budget Planner (Level 2). 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): e.g. "platform costs," "expected revenue."

Level 2 context: Time investment 4-6 weeks; expected revenue $1,000-$3,000/month; platform costs $30-100/month.

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): _____

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).

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.

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.

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: _____