6-Month Plan for UI & Brand Design

Goal: £2,000/month by Month 6

Month 1: Foundation & Outreach

Goal: Establish your offer and start outreach to get your first 1-2 clients.

Targets: Revenue: £0-£500 | Clients: 1 small project

- Finalise core service packages (Brand, UI, Combo)

- Build service page (Notion/Carrd/madebyliam.co)

- Outreach to 20-30 local businesses

- Post 2-3 mock case studies (Canny Cuts, A2B)

- Share work weekly on socials

Month 2: Build Portfolio + Referrals

Goal: Create 3 strong portfolio pieces and start warming referrals.

Targets: Revenue: £500-£800 | Clients: 1-2 projects

- Finish 2 visible brand/UI projects

- Get testimonials

- Offer referral incentives

- Reach out to local printers/signwriters/devs

- Send update email to past contacts

Month 3: Positioning & Consistency

Goal: Become the "go-to" for brand/web refreshes.

Targets: Revenue: £800-£1,000 | Clients: 2

- Publish before/after visuals + feedback

- Target local credibility

- Propose to councils/schools/orgs

- Add contact form or intake process

- 5 warm or cold leads/week

Month 4: Retainers & Scaling Systems

Goal: Streamline workflow + start recurring work.

Targets: Revenue: £1,200+ | Clients: 2-3 + 1 retainer

- Offer design support retainers (£250/month)

- Create onboarding doc/process

- Discount offers to fill calendar

- Explore dev outsourcing if needed

Month 5: Demand & Lead Generation

Goal: Regular inbound leads.

Targets: Revenue: £1,500-£1,800 | Clients: 2-3 + 1 retainer

- Mini email campaign ("slots open" message)

- Short video case study or process demo

- Expand reach (guest post/podcast)

- Add-ons (SEO starter, brand guidelines)

Month 6: £2K Consistent Revenue

Goal: Reliable income from retainer + new clients.

Targets: Revenue: £2,000+ | Clients: 2-3 or 1-2 + retainer

- Raise pricing or package tiers

- Scarcity messaging ("booked out soon")

- Launch last-call campaign

- Plan Q4 push or passive income (Notion kits, etc.)