SAMPLE · FICTIONAL CLIENT BUSINESS DEVELOPMENT PLAN · $939

Polish Hill Pottery: 12-Month Plan

Pottery classes and open studio · Polish Hill, Pittsburgh · Goal: grow from classes-only to classes + memberships + events

3	40	2	Month 6
revenue streams by month 12	monthly members (goal)	private events / month (goal)	break-even on new kiln

Goals and milestones

Quarter	Milestone	Owner	Measure
Q1	Launch open-studio membership (3 tiers); waitlist from current students	Owner	20 members
Q2	Buy second kiln; add Saturday wheel classes	Owner + lead instructor	Classes 85% full
Q3	Launch private events (birthdays, team-building); partner with 2 local venues	Events lead (part-time)	2 events / month
Q4	Holiday market and gift certificates; plan year-two expansion	Owner	40 members; $8k holiday sales

Budget (one-time)

Item	Estimate
Second kiln + install	$6,500
Wheels (x3)	$3,000
Membership software (yr 1)	$600
Signage and launch marketing	$900
Total	**$11,000**

Risks and how to manage them

- **Members don't sign up fast enough:** pre-sell to the waitlist before buying the kiln.
- **Instructor burnout:** hire one part-time instructor before adding Saturday classes.
- **Event no-shows:** take a 50% deposit at booking.

How we'll measure success

A one-page monthly scorecard: members, class fill rate, events booked, revenue by stream, and cash on hand. Review it on the first Monday of each month and adjust the next quarter's plan.

This sample uses a fictional business. Names, figures and findings are illustrative; any resemblance to a real business is coincidental. Real reports are built from verified sources, which are cited.