

# ONE PAGE BUSINESS PLAN FOR THE PERFORMING ARTIST

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# SAMPLE 1-Page BUSINESS PLAN FOR “*Violet Valery*”

## Vision

What am I building?

- Within 5 years to have a thriving international career as a soloist.
- Have a balanced, quality, family life and a net worth of at least \$500,000.00.

## Mission

What is the purpose of my business?

- Enable all women in the USA through my music & my foundation to get a HS education & job training.
- Design better food distribution with other organizations. Not one child goes hungry or uneducated. USA first, then the world!

## Objectives

What will I measure?

- Book 20 additional concerts @ min \$5,000. net each
- Develop my marketing skills & barter for publicist
- Finalize TV Special with Bon Jovi (increase visibility)
- Book fund raisers with my colleagues for my foundation

## Strategy

What will make my business successful?

- Global recognition as *Education Feeds Children!* advocate
- Use all contacts to create fund raising opportunities
- Publish articles & get radio interviews
- Contact producer for possible Appalachian documentary

## Action

What steps do I need to take?

- Define marketing plan & define my platform by 8/30
- Write minimum 2 articles per month for my blog
- Get my photographer friend to photograph the kids
- 1 hour, 3 days per week to develop social media contacts

**BUSINESS PLAN FOR** \_\_\_\_\_

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**Mission**  
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**Objectives**  
What will I measure?



**Strategy**  
What will make my business successful?



**Action**  
What steps do I need to take?

