

**Company Name**

Creative Spaces Home Design & Build

**Date** 2012

## STEP 1

### Company Vision

## Vision

*What will this company look like after 5 -10 years? What will this company be known for? Use the present tense.*

**Creative Spaces Home Design & Build** works with clients who appreciate and are willing to pay for a creative approach to redefining the spaces where they live. We work with 3-5 clients at any one time, depending upon the size and scope of each job. As the owner, I net \$500K per year and fully fund my solo 401k plan.

Challenges our clients face include small spaces, efficient use of space and unusual use of space. We act as the lead architectural designer and general contractor. My day begins no later than 7:00am. A certain amount of time is devoted to creativity each day. My evenings are free, as are Friday afternoons and weekends. A certain amount of time on the weekends is dedicated to creativity. I have a home office as well as an away from home office. The non home office is suitable for clients and vendor meetings. The walls are full of framed examples of my work. The furniture is my design. The atmosphere is casual and professional. Both offices are technologically well-equipped and networked together.

## STEP 2

### Mission Statement

## Mission

*What is the purpose of this business? Use no more than 1-2 sentences.*

Creative Spaces Home Design & Build specializes in designing living spaces that function efficiently and comfortably by combining client's needs with our expertise. We focus on creative solutions to redefine or build homes for our clients.

## STEP 3

### Branding

## Branding

*How will this business differentiate itself in the Market Place? List your strategy to tie your brand and colors into your business cards, tagline, website, blog, and marketing materials.*

Tagline: Creative Solutions to Design and Build Your Dream Home

Creative Spaces Blog

Website

Use natural colors to tie into Green Building

Business card is double sided and features the photo of a home we have built

## STEP 4 Creating Meaningful Goals

## Meaningful Goals

*Create goals that are meaningful to you. Add target dates. How are you going to measure your success?*

### **Business Goals:**

- Add Constant Contact sign up box to website by end of March
- 30 billable hours per week
- 2012 Gross Profit of \$170,000
- Meet with referral partners once per week for coffee – GET OUT OF THE OFFICE MORE OFTEN
- Book 4 public speaking events to established groups
- Pay off ALL company debt by 2/2012
- Purchase a new 4 door truck –by 2/2012 – Design custom wrap for truck that advertises the business
- The company will have a workshop/office by mid 2012
- Receive designation as a Home and Garden Expert by 2015

**Personal Goals:** Get up by 7:30am; reading – 4 hours per week; work out 3 times per week; get a bike by late April 2012; call my family more often – once a month; attend Bible Study; make time for creativity.

## STEP 5 Strategies

## Strategies

*How will you build this company over time?*

- Position the company through branding by highlighting artistic integrity
- Get media attention
- Make a name for Creative Spaces as the transformational designer and contractor
- Network with the Real Estate industry
- Create a Timeline for each project with cashflow
- Use public speaking to grow the business
- Grow newsletter list

## STEP 6 Marketing Activities

## Marketing Activities

*Your marketing activities are the actions used to build your business and achieve your Meaningful Goals. Include: Internet Marketing, Referral Marketing, Advertising, Promotions, Publicity, & Customer Contact. Make sure to include Target Dates.*

- President – Pasadena Business Association – run weekly meetings to get exposure
- Pursue Green Building Opportunities
- Write one post a week on my Blog – only needs to be 300 words
- 4 Speaking Engagements to established groups in 2012
- Press Releases Quarterly – send one regarding PBA presidency
- Attend Real Estate group meetings once a month
- Speak at Real Estate group meetings in 2012
- Research networking events to attend