

# **Business Plan for Duolit Consulting**

February 6, 2010

## **Mission Statement**

*Duolit Consulting guides authors toward self-publishing success by:*

- *Providing professional advice and insight on the self-publishing process.*
- *Designing quality print, web and identity solutions.*
- *Offering relevant marketing strategies via both traditional and new media.*
- *Crafting a cohesive, lasting brand image.*

## **Vision**

*To be a trusted source of advice, knowledge and tools for aspiring authors seeking self-publishing success.*

## Unique Selling Point

Turning self-publishing into a team effort. We make the self-publishing process less lonely by providing guidance, advice and tools to help self-publishers succeed.

## Our Qualifications

**Design:** Combined 15 years of professional and educational experience in web, print and graphic design.

**Marketing:** Master's level education in marketing techniques and tools, as well as experience in professional practice.

**Publishing:** First-hand author's experience in all aspects of the self-publishing process.

**Branding:** Extensive graduate coursework in brand development and strategy.

## SWOT Analysis

### Strengths:

- Our background and experiences.
- The fact that we have the skills and software to create the brand, website, marketing, etc. ourselves which other people usually have to pay for.

### Weaknesses:

- Our perceived lack of experience due to our ages.
- Having to start this business while also working a regular job.

### Opportunity:

- Lack of competition in this field.
- Growing number of people using self-publishing.

### Threats:

- Because there is little to no competition, there is no established path to success/failure.
- General statistics that the majority of small businesses close within the first two years.

# Goals

## Three Month Goals (May 6th):

To launch the business.

To finish writing five eBooks.

- **Objectives:** Create an outline, perform associated research, write it, edit it, generate a layout and design, publish through Amazon.

## Six Month Goals (August 6th):

To complete a project for a client.

- **Objectives:** Get a client, do what they want

To reach \$50 in eBook sales.

- **Objectives:** Generate interest through marketing strategies

To have more than 15 legitimate Twitter followers.

- **Objectives:** Generate interest through marketing strategies

To average two blog posts per week.

- **Objectives:** Creating subject structure and schedule for the blog.

To receive at least one legitimate e-mail inquiry per week.

- **Objectives:** Generate interest through marketing strategies.

## One Year Goals (February 6, 2011):

To reach at least \$5,000 in gross income from Duolit.

- **Objectives:** Use marketing strategies to maximize services and eBook sales.

To have 100 legitimate Twitter followers.

- **Objectives:** Create interest using marketing strategies.

To average four blog posts per week.

- **Objectives:** Have set subject schedule and increase article research.

To receive at least three legitimate e-mail inquiries per week.

- **Objectives:** Generate interest through marketing strategies and client referrals.

## **FINANCES:**

### **Start Up Costs:**

LLC	\$305.00
Hosting (1 yr.)	\$85.00
Microsoft Office	\$80.00
Domain Name Registration (5 yrs.)	\$38.35
P.O. Box (1 yr.)	\$44.00
Local Business Tax (1 yr.)	\$30.00

**Total Start-up Costs:** \$584.00 + \$100 in the bank

### **Annual Costs:**

Hosting	\$85.00
P.O. Box	\$50.00
Local Business Tax	\$30.00
Domain Name Registration	\$10.00
Annual Report	\$138.75

**Total Annual Costs:** \$293.75

**Budget an additional \$300.00 for miscellaneous expenses**

**Total Estimated Yearly Expenses:** \$500.00

## **Miscellaneous Section:**

- At each three month interval, the owners will convene to assess which goals and objectives have been met and plan for the next quarter. Owners will also extend goals and objectives three months from the last set of goals and objectives.
- The owners would need to reach a six month average of \$400 net income per person, per week (\$4800 gross per week) to consider going full-time with this business. Or reach that revenue goal by a combination of this business and other revenue streams.
- You will be responsible for filing quarterly income and wage statements with the Department of Revenue and an Annual Report with a fee of \$138.75. (Due May 1 yearly). Sales tax submitted quarterly