

ART THERAPY RESOURCES



★ *One-page Business Plan*

Below is a sample of a one-page business plan using the parts of a business plan listed above.

ADMIN INFO:

- ABC Art Therapy
- www.abcarttherapy.com
- January 2019

MISSION:

- To help clients experiencing anxiety and depression.
- Focus on adolescents and building self-esteem.

BUSINESS GOALS:

- Become an expert in art therapy and anxiety/depression in my area. Create workshops for adolescents and building self-esteem. Develop a workbook for adolescents that can be purchased online and at workshops.

FINANCIAL GOALS:

- Income \$71,200
- Expenses \$14,470 (before my wages)
- Net profit: \$56,730 (allocate to wages etc)
- Initial set up costs: \$5,100

STRENGTHS:

- Writing content
- Public speaking
- With adolescents
- Setting procedures

WEAKNESSES:

- Financial acumen
- Marketing
- Easily distracted
- Sole practitioner

MARKETING PLANS:

- Networking with other therapists
- GP's and other allied health professionals
- High school counsellors for workshops
- Facebook advertising
- Association directories
- Website and email list
- Social media

OPPORTUNITIES:

- High schools in area
- Low competition for working with adolescents

THREATS:

- Multiple therapists working with ANX/DEP
- Illness/burnout
- Cash flow

For more details on how to create your own business plan, including more details about the above sample information and financial calculations, view the complete blog post using the link below:

BLOG POST LINK: <https://arttherapyresources.com.au/business-plan>