

*2003 Business Plan  
Freelance Associates  
December 31, 2002*

*Overall objective:* Grow my business while strengthening it by reducing its financial fluctuations and variability.

1. *Reorient my business mix.* Reduce my initial dependence on ad assignments from agencies. Go after collateral assignments directly from clients. Do this by:

- a) Building a corporate mailing/contact list of 200 names.
- b) Writing as many introductory letters as often as necessary to average at least one corporate portfolio showing each week.
- c) Joining the Ad & Sales Club and using their meetings to meet corporate personnel.

Expect that agency ad work, 75% of volume initially, will drop to 60% by mid-year and 50% by year end.

2. *Grow my net income from \$65,000 to \$80,000.* By focusing on getting higher-priced, longer-term collateral assignments I should be able to keep my current rate of \$100 per hour, but increase the average number of billable hours I work every week from about 20 to about 25. Expect that by May 30 income should be 40% of new yearly total (\$32,000); by September 30, 75% (\$60,000).

3. *Establish a retirement/long-term savings plan.* Talk to my accountant about an automatic way to build a nest egg that will allow me to retire by age 60. Set up structure of the plan in 2003 and start contributing in modest way.