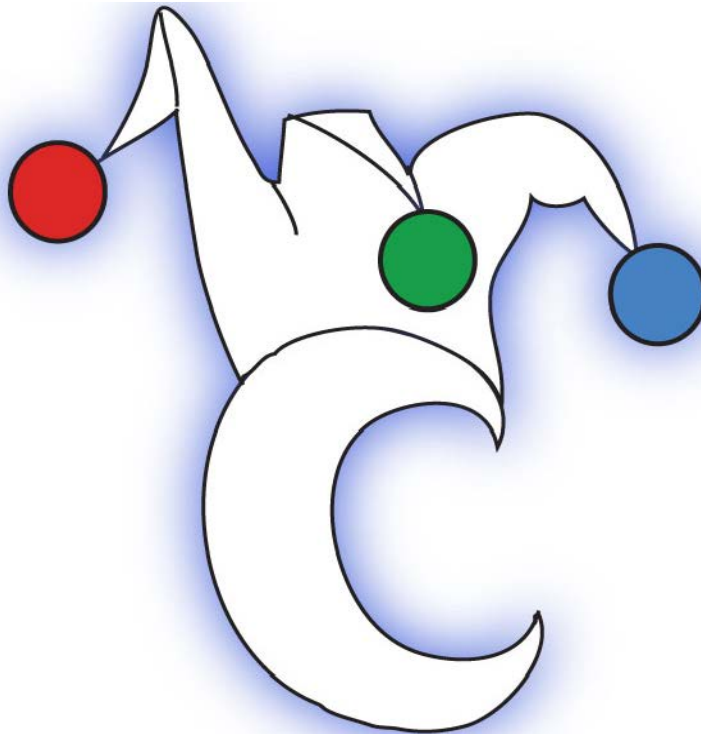


WritCreate, LLC

BUSINESS PLAN **2015**



Chad R. Parker

Marketing Communications Manager

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I. Executive Summary

A. Company Description:

i. Background:

1. WritCreate, LLC was first founded in December 2003 as a Sole Proprietor, and provided professional creative writing services, mostly pro bono, until it grew into a full-fledged campaign that launched successful new products, sustains websites, authored a novel, and continues to evolve its owner into a multimedia cross-media marketing guru.
2. Pursuits include: conducting an extensive writing and marketing calendar of activities, such as: professional writing (novels, short stories, anecdotes, and blogging); traditional print collateral material business writing (billboard/magazine ads, brochures, sales letters, press releases, and the like); and creating marketable games, websites, video, and social media while adapting to other forms, functions, and mediums in the broad ever-dynamic field of marketing.
3. Completed projects listed by year are fleshed out as follows in the document. Current projects by name will also be better outlined in the writing of this updated version of a business plan for 2015.

ii. Vision

WritCreate, LLC will be writing, creating, and marketing innovations and communications at its finest.

iii. Mission Statement

WritCreate manages inspirational writing creatives and marketing collateral to full fruition (such as game creations, novel publications, and all types of Marcom).

Juggling each project in its ripest season, WritCreate showcases distinct benefits, crafts stories befitting of unique quality offerings, and brings out the utmost in fruitful results for worthwhile qualified creative endeavors.

- iv. Organizational Goals
 - Sound creative ideation
 - Superior planning
 - Excellent project management
 - Efficient production schedule
 - Quality attention to detail
 - Great Marketing plans and implementation
 - Good Customer Communication/Relations

II. Action Plan

A. Project & Personal Development Plan:

1. Goals & Criteria

- a. 1-3 year goals
 - ❑ Marketing Assistant Manager (Silicon Slopes fortune 500 company)
 - Maintain current Business Plan, Resume, & Portfolio
 - Improve on technical software skills (CRM, Marketo, etc.)
 - Create and exhibit WritCreate cross-media marketing (Flipside Football, Anecdoting, & Sterling Bridge Campaigns)
 - Get full-time Marketing position & pay-level (\$45K) with an unlimited ceiling potential
 - ❑ Create Marketing Promos/Giveaways
 - Flipbook PDF (“Flipside Football”)
 - Outdoor Games Manual PDF
 - ❑ Publish 2nd Novel (“The Whatever Plan”)
 - Submit draft to publishers at the end of 2016
 - Outlines of all other book ideas (See Appendix)
 - ❑ Consistent Website Content
 - Maintain Websites (See Appendix)
 - 50-150 Anecdotes
 - ❑ Mass Production of 1st board game (“Flipside Football”)
 - Make a prototype of 2nd game (“Anecdotes”)
 - Create instruction manual for 3rd game (“Flipside Basketball”)
 - Produce “Parker Outdoor Games Manual”
- b. 3-5 year goals
 - ❑ Marketing Manager
 - Increased pay-level (>\$60K)
 - Manage Marketing Calendar
 - Supervise and train an Assistant Marketer
 - ❑ Mass Production of 2nd and 3rd Board Games
 - Make a prototype of 3rd game (“Flipside Basketball”)
 - Execute Marketing Campaigns
- c. 5-10 year goals
 - ❑ Regional Marketing Manager
 - Become a philanthropist (Adoptions and Micro-loans)
 - Teach Marketing classes (Franchisees & Entrepreneurs)
 - ❑ Publish 3rd & 4th Novel

- Become a philanthropist (Adoptions and Micro-loans).
- 2. Completed Projects/Accomplishments
 - a. Marketing and Management Positions
 - ❑ Marketing Specialist/Communications Manager
 - ❑ Operations Manager
 - b. “Sterling Bridge” Novel
 - c. Anecdoting.com Interactive Blog
 - d. Flipside Football Game
 - e. “Let’s Play Inside Today” Children’s Book
 - f. 150 Yahoo! Voices Articles
 - g. Numerous Marketing Activities (See Marketing section)
- 3. Current & Future Projects (Each individual project outline follows)
 - a. Funding (See Financials section)
 - ❑ No Outstanding Loans
 - ❑ Current Assets
 - Apple Computer
 - Adobe Software
 - Microsoft Software
 - Internet Services
 - Website Domains
 - Desk
 - ❑ No increase to standing budgetary needs
 - b. Project Applications
 - ❑ 2015 Business Plan
 - ❑ 2015 Business Card
 - ❑ 2015 Resume
 - ❑ 2015 Portfolio
 - Table of contents
 - a. WritCreate Campaign
 - b. Sterling Bridge Campaign
 - c. Anecdoting Campaign
 - d. Flipside Football Campaign
 - e. Billboard 1
 - f. Billboard 2
 - g. Billboard 3

- h. Billboard 4
- i. Magazine 1
- j. Magazine 2
- k. Brochure
- l. Flyer
- m. Press Release 1
- n. News Article 1
- o. Sales Letter 1
- p. Sales Letter 2
- q. Newsletter 1
- r. Newsletter 2
- s. Video Storyboard 1
- t. Video Storyboard 2
- u. Radio Segment
- v. Novel clip 1
- w. Novel clip 2
- x. Novel clip 3
- y. Screenplay 1
- z. Screenplay 2
- aa. Query Letter 1
- bb. Statistics 1
- cc. Wiki Minutes
- dd. Department Website
- ee. Student Resources Whitepaper
- ff. Student Resources Schedule
- gg. Office Emails/Flyers/Announcements
- hh. Office Calendars

- Website & Blog Management
 - WritCreate.com
 - ChadRobertParker.com
 - Anecdoting.com
- Next Novel Writing
 - “The Whatever Plan” (2016)
- More Game Products Creations
 - Submit “Flipside Football” prototype to toy industry
 - Finalize Anecdotes Game prototype
 - Research “Flipside Basketball” parts
 - Distribute “Parker Outdoor Games” pdf

- “Sterling Bridge” interviews, news, informational
 - “Anecdoting” social media blitz
 - “Flipside Football” commercials/videos
 - Adobe InDesign
 - Adobe Photoshop
 - Adobe Illustrator
 - Adobe DreamWeaver
 - Adobe Flash
 - WordPress
 - Facebook
 - Twitter
 - Google+
 - SalesForce
 - Other CRM (hubspot)
 - RSS Feed
 - SEO
 - HTML

c. Assignments (See Project’s Production Schedule)

4. Project’s Production Schedule

- a. WritCreate Marketing Campaign (See Writing Services section)
- b. Sterling Bridge Marketing Campaign (Nov. 2015-June 2016)
- c. Anecdoting Marketing Campaign (2015-2020)
- d. Flipside Football Marketing Campaign (2016)

III. Professional Writing Services

Note: At present WritCreate is focused solely on finishing off several successful in-house productions. It may reopen for business to public services again at some point, on-the-side. The owner, however, seeks to devote full-time representation to a larger private organization's Marketing fulfillment in the immediate and distant future.

Ongoing WritCreate offerings include, but are not limited to (keeps me in good practice):

1. Writing Products
 - a. Promotional
 - i. Websites: www.writcreate.com
 - ii. Print Advertisements (flyers, posters)
 - iii. Giveaways
 - iv. Social Media
 - v. Sales Letters
 - vi. Commercials
 - b. Instructional
 - i. Product Planning & Instruction Manuals
 - c. Informational
 - i. Press Releases
 - d. Creative writing
 - i. Novels
 - ii. Children's Books
 - iii. Short Stories
2. Benefits
 - a. WritCreate maintains a few product lines and sharp cutting edge skills (See each Campaign separately)
3. Present Stage
 - a. Intermediate growth phase—Chad Robert Parker's first novel and resulting marketing efforts are generating current earnings. Profits are being used to further regular production of websites, games, and other writings.
4. Life Cycle
 - a. (See each project separately in the Production Schedule)

IV. Marketing Analysis

A. Target Market—

Writing/Marketing Services—must re-evaluate the target market with each new product/service it represents or offers. In general Writcreate.com targets:

- Adults (35-55)
- Business Executives/Entrepreneurs/Preferably Small Business Owners
- Creative Product Industry/Tangible Goods
- Seeking Freelance Writer (2-5 day – 1 week projects)

Novels—

- Young Adult (12-17)/Adult Fiction (25+) readers

Short Stories—could possibly pick up Children Readers. Could use short stories as supplements/giveaways.

- Sons of Utah Pioneers
- Parents (of kids ages 9-12 and/or 12-15)

Blogs/Anecdotes—targets family entertainment and social interacting through stories online.

- Same target market as Facebook

B. Problems, Obstacles, & Opportunities

Limited time, money, resources, and connections. One stop shop. Dedicated, established entrepreneur. Unique product offerings.

C. Market Research

Utah is an up-and-coming hotspot for Marketing Services. It has a lot of new start-up businesses, but most don't expend many funds on Marketing or Marketing Services. It has not yet realized the value of Marketing.

Some companies have Marketing Departments. Many do not. Some companies are willing to outsource Marketing assignments. Many are not. The upside is not much competition, but the downside, if you can find companies willing to pay for Marketing Services is that you have to undercut normal Marketing Department prices. It can be done with a mutually beneficial offering when overhead that is already paid for is considered.

There are more and more Marketing positions available within Utah companies in 2015, but also more and more competition for those coveted positions.

D. SWOT Analysis

V. Marketing Plan

A. Growth Strategy

- 2 year plan (See Appendix B)
- 3-5 year plan
- 5-10 year plan

B. Distribution System

The WritCreate Website, Facebook, Twitter, business cards and job applications will serve as sufficient distribution of the brand at this time.

C. Advertising & Sales

WritCreate.com has a small store. The novel will continue to be advertised in newspapers, stores, social media, to libraries next, and through word of mouth. The Flipside Football game will be advertised primarily through video in its campaign. Sales letters, soft phone calls, and office visits will close the deals.

Mostly, the WritCreate brand will shift focus to more prominently advertise Chad Robert Parker, his portfolio, and marketing projects and campaigns that qualify him to continue in a more dedicated Marketing Management role.

D. Measuring Sales

(Create a chart for all social networking sites. A separate card w/ passwords and usernames needs to be created as well).

VI. Financial Projections

- A. Current Funding Requirements
 - iii. Use of Funds
 - iv. Return on Investment (ROI)
- B. Future Projections
 - iv. Cash Flow
 - v. Profit & Loss Statement
 - vi. Balance Sheet

C. Source of Financial Assumptions

VII. Conclusion

The 2015 version of this business plan will be a success if its progenitor is able to transition from entrepreneur to some form of Marketing executive in an established firm. This rendition will perpetuate the latest professional resume and portfolio highlighting the accomplishments of publishing a novel and bringing several other product creations to market. Money from the business remains important, but only as far as it measures the quality of the investment in becoming a professional marketer and writer for a thriving company. There are great opportunities in the preponderance of ideas to product to greater distribution, but the true measure of this business at this stage will likely be if it results in a steady full-time position for its owner at \$45,000 or more per year.

Results of this business plan will be reviewed in December 2016. It is anticipated that this strategic plan will guide the founder to excel in the field of marketing as a day job, by thoroughly drawing out marketing campaigns to match a revised resume that highlights the latest Marketing achievements. If goals are met, it is anticipated that I will step up from entry level specialist positions into a Marketing Assistant or Marketing Manager role within the next year.

Results of this business plan, when reviewed at the end of 2016 should show progression in the field toward implementation of aforementioned Marketing projects and more understanding with better documentation of results, along with continuing team player functionality, and continued supervisory oversight and improved organizational behaviors in the current Operations Manager position held. During the present 1-3 years I will seek to combine managerial experience with marketing experience to seek a better work and home life balance while keeping current campaigns moving to completion. The 3-5 year plan involves becoming established in a marketing role and climbing the ladder to further the success of Marketing in a thriving organization/company. Qualifying to become a Marketing Manager regionally will be the vision for a 5-10 year plan.

Appendix

A. Appendix A

- i. Research
- ii. Web Accounts
- iii. Web Page Diagrams

B. Appendix B

- i. Syllabus
- ii. Project Checklist
- iii. Project Outlines

C. Appendix C

- i. Professional Resume
- ii. Professional Salary Charts
- iii. Publication References

Appendix B

Marketing Plan Syllabus

Projected Schedule (Jan '09-June '11)

Initial Preparations (Jan '09-Mar '09)

- Order Office Materials
- Set Up WriteSense Office (Desk, Computer, Online, Software)
- Purchase WritCreate Domain
 - Create Website Pages (Outline website/blog)
- Finalize Business Plan
 - Organize Business Binder (Business Plan, Studies, Project outlines, Project notes)

Initial Courses (April '09-June '09)

- Review AWAI Copywriting materials
- Study Marketing books, create notes, & reports
- Adobe Creative Suite
 - Dreamweaver CS3 (April 2009)
 - Illustrator CS3 (May 2009)
 - Flash CS3 (May 2009)
 - InDesign CS3 (June 2009)
 - Photoshop (June 2009)

Study Materials

- | | | |
|---|-------------------|---------------------------------|
| 1. Business Plans | 5. Web/Blog | 12. Screenplays (Films & TV) |
| 2. AWAI Sales Letter Writing | 6. Magazine Ads | 13. Animated Shorts |
| 3. Marketing Book Reports | 7. Billboard Ads | 14. Feature Animations |
| 4. Adobe Creative Suite Courses Materials | 8. Press Releases | 15. Game Board Instructions |
| | 9. Brochures | 16. Novels |
| | 10. Newsletters | |
| | 11. Short Stories | |

Project Creation Plan (Work Assignments for a 2 year schedule)

Monthly Project Workflow

| | | | |
|-----------|---|-----------|---|
| July '09 | 1 short story 20 articles | July '10 | 1 short story 20 articles |
| Aug '09 | 1 short story 1 game 20 articles | Aug '10 | 1 short story 1 game 20 articles |
| Sept '09 | 1 short story 20 articles | Sept '10 | 1 short story 20 articles |
| Oct '09 | 2 ad copy 1 short story 1 game 20 articles | Oct '10 | 2 ad copy 1 short story 1 game 20 articles |
| Nov '09 | 2 ad copy 1 short story 20 articles | Nov '10 | 2 ad copy 1 short story 20 articles |
| Dec '09 | 2 ad copy 1 short story 1 game 20 articles | Dec '10 | 2 ad copy 1 short story 1 game 20 articles |
| Jan '10 | 2 ad copy 1 short story 20 articles | Jan '11 | 2 ad copy 1 short story 20 articles |
| Feb '10 | 2 ad copy 1 short story 1 game 20 articles | Feb '11 | 2 ad copy 1 short story 1 game 20 articles |
| Mar '10 | 2 ad copy 1 short story 20 articles | Mar '11 | 2 ad copy 1 short story 20 articles |
| April '10 | 2 ad copy 1 short story 1 game 20 articles | April '11 | 2 ad copy 1 short story 1 game 20 articles |
| May '10 | 2 ad copy 1 short story 20 articles | May '11 | 2 ad copy 1 short story 20 articles |
| June '10 | 2 ad copy 1 short story 1 game 20 articles | June '11 | 2 ad copy 1 short story 1 game 20 articles |

Weekly Production Schedule (11 hours @ least)

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------------------------------------|---------|----------|-----------|-------------|-------------|----------------------------|
| Relax w/ a book or an animated movie | Study | Web/blog | Study | Web/blog | Web/blog | Game Product |
| | Study | Ad Copy | Ad Copy | Short Story | Short Story | Game Product |
| | Study | Ad Copy | Ad Copy | Short Story | Short Story | Workshop (Outline Novels*) |
| | Article | Article | Article | Article | Article | |

* Note: Each cell represents ½ hour, except novels are considered extra (1-5 hours).