

4. Goals

	Jan Goal	Jan Act	Feb Goal	Feb Act	Mar Goal	Mar Act	Apr Goal	Apr Act	May Goal	May Act	June Goal	June Act
INCOME												
Expenses:												
Materials												
Supplies												
Rent												
Utilities												
Payroll/Draws												
Other												
TOTAL EXPENSES:												

Until you have a track record, most business planning consists of guesses. Even a little information helps a lot with planning. Arts related businesses (because we sell things people don't need) and seasonal businesses (income varies seasonally) are especially vulnerable, but businesses of any kind that do not set goals, project their income and expenses and react strategically to what they learn will almost inevitably fail.