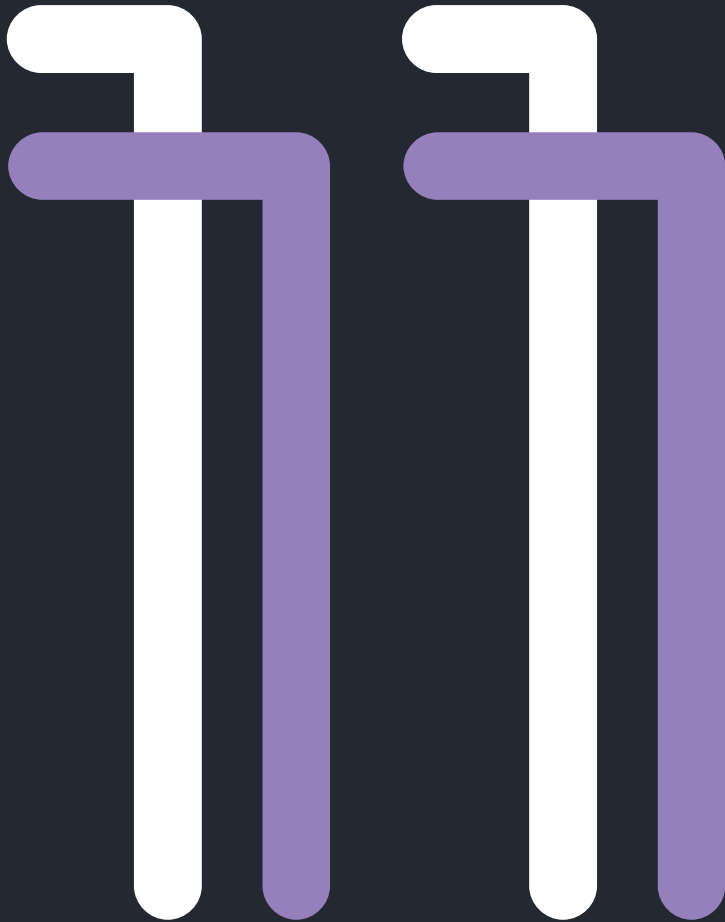


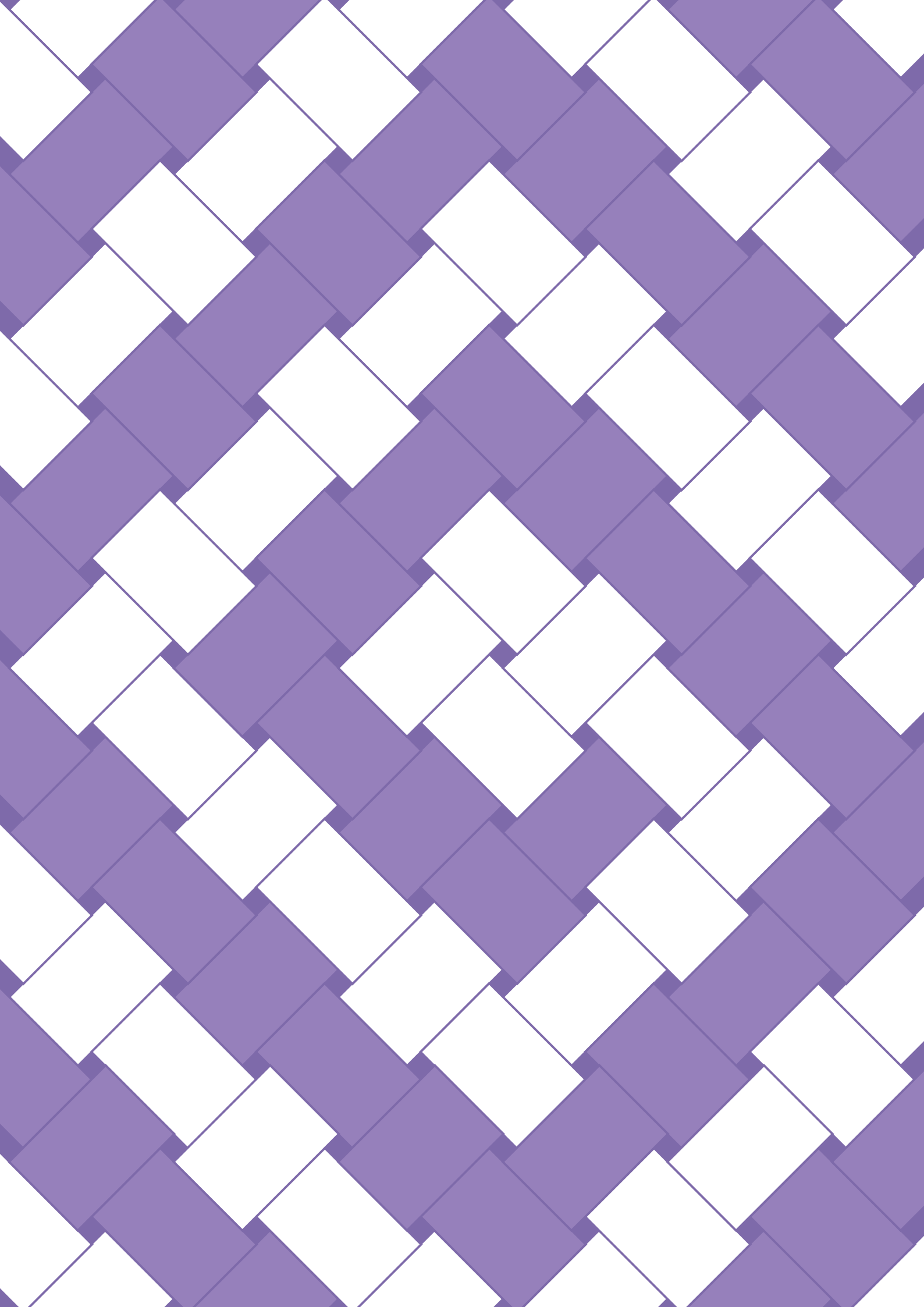
Module 11

# Whakamua aho moni

Financial projections

Weaving your creative passion and business





HE ARA PAI TE  
WHAKATAKOTO  
MAHERE AHUMONI  
KIA TIRO  
WHAKAMUA AI KI  
TE TAHA O TO  
PUTEA. MA TE  
MOHIO HE AHA AU  
UTU KATOA KA  
MOHIO HOKI KOE  
PEWHEA TE NUI O  
TE MONI ME  
KOHIKOHIA A KA  
WHAKAARO HOKI KI  
NGA ARA REREKE  
HEI UTU I AU NAMA.

# A financial projection is a way of planning ahead with your pūtea.

It helps you to get your head around what it's going to take to make your business work. By working out all of your costs, you'll see what your income will need to be to keep your business afloat. Because we don't know the future, it takes a bit of guessing, and will only be partly accurate — but that's a lot better than nothing!

Here are some examples of what your costs might be:

- Internet
- Phone
- Rental for studio
- Power
- Travel
- Website
- Paid promotion on Facebook
- Carving tools
- Materials
- Insurance (find out what kinds you need for your business)

Fill out the following tables.

The example entries might not necessarily apply to you, so just skip the ones that don't.





**What you're aiming for is to have your income be as much or more than your expenses. If it's more, you're making profit!**

Many businesses take a year or two before they break even (where income and expenses are the same) or start making a profit. It can take time to build up your customers, sales channels, systems and so on. You may need to hold on to your day job for a while, or look for other sources of income while you're getting things started.

We recommend setting a goal of when you want to be breaking even, and when you want to make a profit. For some, this might be just six months; for others it might be much longer. If you evaluate where you are every few months, then you will know how you are tracking. There's no right or wrong here—just informed choices.

**That brings us to the end of our last lesson! If you've journeyed with us through all of them—karawhiua! Awesome mahi! We hope you've learnt a lot and are on the journey to realizing your dreams. If you haven't completed them all yet, ka pai, work through them at your own pace as you need them.**



AHAKOA KEI WHEA KOE  
I RUNGA I TŌ HĪKOINGA  
PAKIHI, E TINO HIAHIA  
ANA TE TĪMA O  
CREATIVE WAIKATO KI  
TE RONGO MAI I NGĀ  
RINGATOI KEI TŌ MĀTOU  
ROHE. KUA UTUA  
MĀTOU KI TE AIWHI I  
NGĀ RINGATOI, NŌ  
REIRA ME WHAKAPĀ  
MAI KI A MĀTOU.

**No matter where you're at in your  
business journey, the team at Creative  
Waikato love hearing from artists in our  
region. We're here to help, so please  
don't be a stranger.**