

Calculating 'days of work' per year

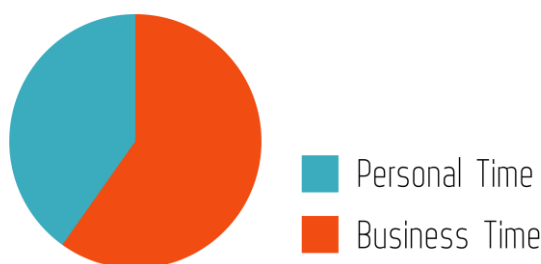
Business-time 'Pie Charts'

These Business-time pie-charts' demonstrate what business, leisure and money-making time there is. It is unlikely you will be working and generating income 365 days a year. After making deductions for weekends, holidays and illness, it's likely over the course of a year you will probably have about 220 days available for business activities.

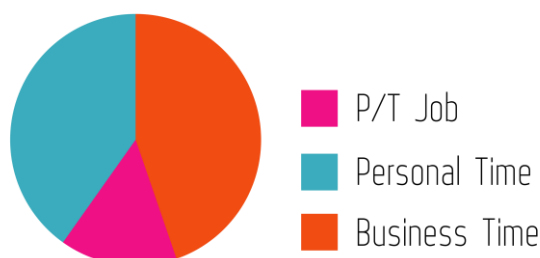
- working every day of the year is infeasible and inadvisable
- securing work for each day of the year is probably impossible
- calculating how many days you can/should work each year is essential
- the days you work each year shall determine your annual revenue
- the scale of your annual revenue determines the viability of your business

Worked Example

As you can see from this chart, after adding up all the days off you have about 220 days of business time. By 'days off' I mean the days you spend on other activities on such as having a rest or doing household chores, looking after children, going to the gym and other leisure activities such as going on holiday and visiting friends.

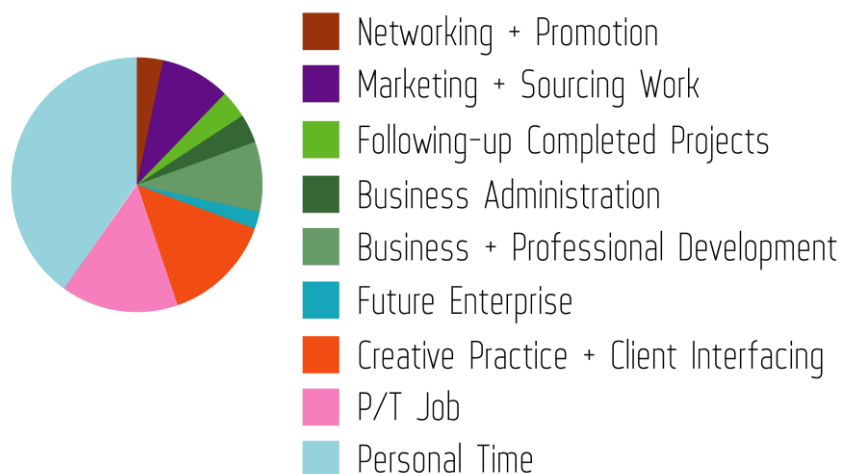


Even if you have a part-time job for One day a week it can significantly reduce the proportion of time you can dedicate to your practice or creative business.



As you can observe in this chart, there are several areas of activity required to start a business and keep it going.

Notice the segment for marketing & sourcing work – this is crucial to the success of the business.



If you don't have money pressures, then you can afford to spend more time experimenting and developing your creative practice - CPD

... this is *ideal* if you wish to establish a design practice with poetic ambitions or a creative business as a lifestyle or hobby business...

Also note that if you would like to earn money from being a designer in the early months and years of business you will have to dedicate a large amount of time to promotion, networking and marketing if you are going to attract sufficient clients.

If you do wish to earn a living or grow a profitable business, then a large proportion of the 220 days of business time will have to be spent generating money. As you earn money it's worth reinvesting it in the business to outsource any tasks such as bookkeeping or taking on assistant. This will free up more time for creative and money-making time.



Days spent working for a daily rote could be reduced if you manage to create high demand or on exclusive niche market for your creative services. This will mean you can charge more substantial fees. Alternatively, being able to receive regular royalty payments from licensing your copyright, designs, patents and in the future even your trademark to other businesses is another way to generate income. If you can break into licensing your rights it can provide a labour-free source of income.

There is often an argument put forward that you should not think about time when setting prices, as it is about 'what' you do rather than how long it takes. I accept part of the argument, especially if you have an exceptional product or talent. However, no business can ignore the finite amount of business time and resources available, and the question of whether there is any market demand.

As you can see from these diagrams you might have less time than you think. A common problem which most new designers have is spending far too many days dedicated to the creativity segment. Creativity is the verve of any visual artist, but you must keep one eye on the bank balance and make sure that money is being generated on a regular basis.

220 days of work per year available for business activities.

Reduce this to 170 days of work per year if you have a 1-day week part time job

Of the 170 days of work per year, expect to plan that 140 of these shall be 'money making days'