Exercise 5.A: Income Architecture Plan

Designing a Sustainable

Creative Business

Concept Focus: Income Diversification & Business Resilience

Format: Individual Work using Template

Duration: 25–30 minutes.

Task

A sustainable creative business rarely depends on a single income stream. This exercise helps you understand how your current income is structured and how you can diversify it using **active, recurring, and scalable income sources**.

Step-by-Step Instructions

Step 1: Audit Your Current Income Structure (5 min)

List your current income sources and estimate how much comes from each category.

Categories:

- **Active Income** – project work, commissions, freelance tasks
- **Recurring Income** – monthly clients, retainers, subscriptions
- **Passive / Scalable Income** – digital products, licensed assets, online courses

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Record your estimate:

Income Type	Example Sources	Approx. %
Active		
Recurring		
Passive		

If any category equals **0%**, that becomes your first development priority.

Step 2: Conduct an Asset Audit (7 min)

Using the Asset Audit concept from the lesson, list **at least five things you could monetise immediately** without learning new skills.

Think about:

- Skills and techniques you already have
- Past work or portfolio pieces
- Processes or knowledge you could teach
- Communities or networks you belong to

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Example:

Asset	Possible Income Idea
Illustration style	Printable art
Photography collection	Stock photo licensing

Step 3: Identify One Recurring Income Opportunity (5 min)

Choose one of your assets and design a **recurring income opportunity** that could be launched within the next **3 months**.

Examples:

- Monthly design service for a local business
- Regular teaching session or workshop
- Subscription resource pack
- Retainer agreement with a client

Write your idea clearly.

Step 4: Plan Your 3-Year Business Evolution (7 min)

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Using the **3-Year Development Framework**, sketch how your creative business might evolve.

Year 1 – Foundation

- Complete several paid projects
- Build a simple website
- Establish one recurring income source

Year 2 – Expansion

- Launch a digital product
- Increase rates
- Grow audience and email list

Year 3 – Sustainability

- Reduce reliance on project work
- Add multiple scalable income streams
- Strengthen niche positioning

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Write one key goal for each year.

Step 5: Complete the Resilience Check (5 min)

Consider the **five risk scenarios discussed in the lesson**:

Examples:

- Losing your main client
- Being unable to work temporarily
- Platform changes or algorithm shifts
- Market saturation in your niche
- Unexpected financial pressure

For each scenario:

1. Describe what would happen to your income today.
2. Identify **one structural change** you could implement within **90 days** to reduce that risk.

Let's Reflect

- Which income stream is currently strongest in your business?

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- Which income stream is missing and should be developed first?
- Which idea from your asset audit surprised you the most?

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