

4 Cats, Ink writing sample: a business plan

Denver Colorado based 4 Cats, Ink is the innovative, high quality freelance writing team of Kelly Jo Eldredge and Eric Mott.

4 Cats, Ink offers services in ghostwriting, grant writing, editing, proofreading, and copywriting.

Contact us at 720-371-1186 for more information or visit our website at <http://www.4catsink.com>.



Business Plan

September, 2007

Kelly Jo Eldredge, President

Eric L. Mott, CEO

7485 West Saratoga Place

Littleton, CO 80123

Phone: 720-371-1186

info@4CatsInk.com

EXECUTIVE SUMMARY/STATEMENT OF PURPOSE

4 Cats, Ink is a limited liability corporation located in Littleton, Colorado. We assist interested persons in filling the need for quality writing by offering our skills as authors, editors, writers of various marketing materials, including brochures and website copy, and ghost writers.

The 4 Cats, Ink story began when Kelly and Eric met, fell in love, and combined households. Our biggest challenge involved introducing Eric's two cats, Kyle and Maggie, to Kelly Jo's two cats, Yin and Yang. After much yowling, posturing, and raised hackles, we have reached a state of truce, if not downright affection. The cats learned to get along, too.

Our successful creation of a loving home that included 4 cats inspired us to believe that anything is possible, if you dare to dream it. Eric suggested we establish a creative outlet for our writing talents and name it 4 Cats, Ink in jest, but the name stuck — and the business took off.

We pride ourselves on our ability to collaborate with our customers in creative partnership. After all, our written projects will ultimately belong to our clients.

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BUSINESS

4 Cats, Ink was established on 6/20/2007 in the state of Colorado as a Limited Liability Company. The business address for 4 Cats, Ink is 7485 West Saratoga Place, Littleton, CO 80123.

4 Cats, Ink provides quality writing services. These services include the following:

- Authorship
- Editing
- Marketing Copy
- Ghostwriting

First of all, we are authors in our own right, and can collaborate on essays, articles, books and other written materials.

We also address the need for editing services. For example, a customer has written a book, and it has been rejected by a publisher. We will address the publisher's comments and edit the work to provide a higher quality second draft to improve its potential.

Additionally, we fill the desire for fresh, concise marketing copy. Many of the marketing materials we receive fail to clearly and originally achieve their objectives. There is a demand for new and innovative marketing media that gets to the heart of the product or service that is offered. We provide just that.

Finally, the Company seeks to fill a need for quality writing in a variety of venues. Often our customers will have a wonderful idea for a book, but they are having trouble taking it from concept to reality. We provide creative writing to bring their story to life and help them find the right words to convey their thoughts.

There is very little expense other than our time for 4 Cats, Ink. Most of our value is between our ears. We work from an office within our home, and our computers, fax machine and printer are the only equipment required. There are also minimal supply demands, such as paper, toner, and general office supplies.

The company currently consists of two employees:

Kelly Jo Eldredge, President
Eric L. Mott, CEO

Kelly Jo has a degree in music and communications from Trinity University in San Antonio, Texas. She also has a master's degree in vocal performance from the New England Conservatory. For 15 years she used her creative talents as

an actor and singer. She also has a wide variety of professional experiences that include grant writing, marketing, communications, project management, and IT customer support. Kelly Jo continues to enjoy singing and participating in the outdoor Colorado lifestyle.

Eric graduated from Minnesota State University in Mankato, Minnesota where he received degrees in biology and chemistry. He started his career as a medical technologist, and he currently works as an IT developer for a local blood center. His passions include hiking, mountaineering, and volunteering for a search and rescue team. He has always wanted an outlet for his writing skills, which 4 Cats, Ink provides him.

Resumes for both Kelly Jo Eldredge and Eric L. Mott are provided in the Supporting Documents section.

4 Cats, Ink has secured the services of Eli Salame, CPA for advice on financial decisions regarding the company and also for tax preparation.

Eli Salame is training Kelly Jo Eldredge on the use of QuickBooks, and he will regularly review with her the company's bookkeeping and accounting practices.

There are few expenses related to 4 Cats, Ink, but Eli Salame will instruct the owners on the proper way to account for office equipment, other expenses, and tax considerations for the office located in their home.

Eli Salame will also prepare quarterly tax vouchers for the owners.

He will also advise the owners after the period of one year whether or not 4 Cats, Ink should remain an LLC, or if it would be wise to change to an S-corporation or other organizational format.

MARKETING

4 Cats, Ink was established after Kelly Jo Eldredge worked for several months as a freelance writer, offering her services on www.guru.com and bidding on projects through that website as an independent contractor. She had previous experience in grant writing, marketing materials development, and creative writing. She then solicited the help of her fiancé, Eric Mott, as an editor on projects, as well. Their venture into the writing world was successful, and 4 Cats, Ink was formed.

Currently, 4 Cats, Ink receives most of its new work by bidding on projects through www.guru.com, and the current project load under contract is projected through March 2008.

4 Cats, Ink has also recently built and published a website detailing the services offered: www.4CatsInk.com. We intend to use this site as a major marketing platform and attract potential clients to the site to read more about the services we offer and to contact us with project ideas and proposals.

Our five star rating on www.guru.com generates numerous project invitations each month, and we have several repeat clients who provide us with continual opportunities for new projects.

Guru.com and the 4 Cats, Ink website are currently providing us with projects that have us at maximum capacity, so we do not see a present need for additional marketing. However, we continue to direct potential clients to our website and are always willing to discuss future projects as our schedule allows.

We plan to take advantage of Yahoo's marketing tools in the future to provide more exposure for 4 Cats, Ink. We also plan to use Facebook and Twitter as an opportunity to network with other writers and potential clients on the Internet.

FINANCIAL

4 Cats, Ink is not in need of any loans at the present time. The company also has zero debt.

4 Cats, Ink will develop the financial section of the business plan after having established the company in QuickBooks. Within three months we expect to have a balance sheet and profit and loss statement to add to this business plan. We will meet with Eli Salame to discuss what other documents should be included in this section of our business plan.

SUPPORTING DOCUMENTS

Resume
Kelly Jo Eldredge

7485 W Saratoga Place
Littleton, CO 80123
Cell: 720.371.1186

OBJECTIVE

Mid-level administrative, operational, or management position in an academic, public sector, or commercial venue that requires maturity, experience, professionalism, reliability, and extensive contact with the public or clients.

EXPERIENCE

- 2007-present President, 4 Cats, Ink, Littleton, CO
Co-founder of a writing, editing and transcription company. The company specializes in excellent quality writing and attention to detail. 4 Cats, Ink provides writing services for novels, biographies and e-books encompassing a wide variety of subjects. The company also provides editing services for completed drafts, as well as detail-oriented transcriptions on all subjects, general, legal and medical. Grant writing, proposal writing and advertising copy are additional services provided by 4 Cats, Ink.
- 2004-2007 Director for Administration; Director of Marketing and Sales, GOALS, Inc., Carefree, AZ
Provide support in a wide variety of administrative and operational roles, including, but not limited to, grant writing; project management; presenting at national conferences; training; developing marketing materials; conducting data analyses; completing and organizing federal and state reports; and working with a wide array of individuals with diverse skills, responsibilities, and interests.
- 2004-2005 Faculty (Part-Time) Plumb Performing Arts Center, Scottsdale, AZ
Provide instruction for students ages 4-18 in music and theatre performance.
- 1991-present Private Voice Teacher, Scottsdale, AZ; New York City, NY; Boston, MA, Denver, CO
Provide individual instruction in vocal technique, musicianship and presentation.
- 1996-2004 Professional Singer and Actress, National Theatre Productions, U.S. and Canada
Performed a variety of leading and supporting roles on national Broadway tours, as well as in highly successful regional theatres throughout North America.
- 1996-1998 Assistant to the President and Office Manager, Zemi Investments, L.P., New York, NY
Provided oversight and support to all corporate office functions and activities of the corporate president, as well as extensive planning, rapport-building, and public relations interactions with major corporate officials and governmental entities throughout the United States, Central and South America, and several other countries.

- 1995-Present Co-Owner, Carvers Ski, Board & Sport, Breckenridge, CO
Fifty percent ownership interest in family owned ski and sports business.
- 1994-1996 Executive Secretary, Kissinger Associates, Inc., New York, NY
Provided administrative support for the Managing Director of Kissinger Associates, Inc., including but not limited to, arranging international meetings and operational support arrangements; coordinating travel and conferences for and with Dr. Henry Kissinger, founder and former U.S. Secretary of State; handling all correspondence and other executive office functions related to the organization.
- 1992-1993 Young Artist, Tulsa Opera, Tulsa, OK
Granted one-year fellowship in Tulsa Opera's Young Artist Program. Activities included understudying main stage roles; previewing concerts of main stage operas; and providing outreach programs to schools on a state-wide basis.

EDUCATION

- 1992 New England Conservatory, Boston, Massachusetts
Master of Music (MM) Vocal Performance
- 1989 Trinity University, San Antonio, Texas
Bachelor of Arts (BA) Communications and Music (double major)

COMPUTER KNOWLEDGE

Microsoft WORD, Excel, PowerPoint, Publisher, Quickbooks, Big Time project management software

PROFESSIONAL QUALIFICATIONS SUMMARY

Exhibits creativity, maturity, professionalism and sense of humor; deals well with complexity and stress; has extensive administrative oversight and client-contact experience; exhibits strong collaborative characteristics; communicates well; draws upon broad based social and cultural skills; uses tact and judgment; focuses on innovative, cost-effective, and timely solutions; appropriately prioritizes multiple projects; exhibits excellent business sense; is recognized for honesty, common sense, and trustworthiness; maintains commitments; sets high expectations; contributes to community and volunteer services; stresses fairness, flexibility, and reliability; assumes responsibility for actions; readily adapts to fast-paced, challenging, and evolving situations.

REFERENCES

Available upon request.

PERSONAL INTERESTS

Hiking, Skiing, Performing Arts, Reading, Church Choir, Volunteer Activities

Eric L. Mott

7485 W. Saratoga Pl.
Littleton, CO 80123

Eric@4CatsInk.com

Home: (303) 683-2044
Mobile: (720) 363-1213

An applications analyst, database administrator, and programmer with 7 years experience supporting enterprise-class computer software and database systems. Proven development skills in supporting business processes with database interfaces, reporting solutions, and query writing. Consistently demonstrates ability to quickly learn, and provide leadership on, software applications systems.

PROFESIONAL EXPERIENCE

Bonfils Blood Center, Denver, CO

Applications Analyst

February 2000 – Present

- Provide tier-2 technical support for several key financial, human resources, payroll, and labor management systems.
- Designed an in-house ASP.NET web application to manage the requesting, approving, and scheduling of time-off for employees, eliminating an inefficient paper system.
- Manages upgrades and maintenance for several accounting and financial reporting systems, including databases, without vendor support; thus saving thousands of dollars in consultation fees.
- Developed numerous reports and database queries that provide key performance metrics for financial, call center, IT, and laboratory departments.
- Integrate various database systems using Microsoft SQL Server, VBScript, and custom VB.Net applications.
- Improve Bonfils strategic market position by designing two custom applications that provide additional services to our laboratory customers.

4 Cats Ink, Denver, CO

CEO

June 2007 - Present

Co-founder of a writing and editing business that provides high-quality authoring and editing services worldwide.

Clinical Laboratories of Colorado, Denver, CO

Medical Technologist

April 1995 – January 2000

- Lead day-shift weekend tech, responsible for a team of 10 in the medical laboratory of a busy, trauma center hospital.
- Consistently performed at or near 100% achievement for accuracy and turnaround-time metrics.
- Additional duties included maintenance, repair, and quality control of laboratory chemistry equipment.

Delaware County Memorial Hospital, Manchester, IA

Medical Technologist

February 1994 – March 1995

Mayo Clinic, Rochester, MN

Medical Laboratory Assistant

July 1992 – November 1992

IT TECHNICAL EXPERTISE

Databases MS SQL Server 2000, 2005; SQL Data Transformation Services; MS Access; MS Excel Pivot Tables
Enterprise Software Programming Crystal Reports, Visual Studio, eBackoffice by Epicor, ADP PCPayroll, ADP e-Time, ADP HR Perspectives, Raiser’s Edge, FRx, Star Projects
Visual Basic.NET, T-SQL, P-SQL for Oracle, MS VBScript

CERTIFICATIONS

Microsoft Certified Systems Engineer 2000
Microsoft Certified Professional + Internet 2000
Citrix Certified Administrator 2001
Medical Technologist 1994
(American Society of Clinical Pathologists)

EDUCATION

St. Luke’s School of Medical Technology, Cedar Rapids, IA January 1994
Minnesota State University, Mankato, MN June 1992
Bachelor of Science (Magna Cum Laude) – Biology, Chemistry
North Iowa Area Community College, Mason City, IA June 1989
Associate in Arts with Highest Honors

VOLUNTEER / SOCIAL ACTIVITIES

Douglas County Search and Rescue September 2006 - Present
Field-certified member of an all-volunteer, 24/7 on-call Mountain Rescue Association member search and rescue team providing service to Douglas County, Colorado.
Colorado Mountain Club May 2005 - Present
Attended numerous classes in wilderness safety, leadership, and survival skills.
Hospice of Metro Denver January 2004 – June 2007
Volunteer – provided patient emotional support by visiting in homes or nursing facilities.