BEYOND MATCH DAY

Build a Business That Earns Year-Round

PART 01

Introduction: Build beyond the busy weekend

The crowd goes home, the tournament ends and the phone becomes quiet. For a small business serving sport, the important question is what happens next. A busy match day can bring useful sales, but it does not automatically create a dependable business through the quieter weeks that follow.

Your ten-part business-building journey

Each part creates a useful planning output. Test the assumptions before committing money or capacity.

1 BEGIN Beyond match day	2 MAP The buying calendar	3 DISCOVER Recurring problems	4 PACKAGE A bounded offer	5 PRICE Costs and contribution
6 FORECAST Cash timing	7 SELL A repeatable pipeline	8 DELIVER Reliable capacity	9 MEASURE Useful business results	10 PLAN Your next 90 days

This ten-part series helps you investigate demand across the year, shape useful offers, understand costs and plan delivery. Year-round earnings are an aim to test, not a guarantee. A business may remain seasonal; the goal is to make informed choices about customers, capacity and cash rather than rely on another busy weekend appearing.

Start with the work customers need

Look beyond the event itself. Clubs may need schedules, equipment records, sponsor materials, administration or preparation before a season begins. Different businesses will have different opportunities. Choose work you can competently provide and verify that someone has the authority, budget and reason to buy it. A useful activity is not yet a viable offer until a customer values it enough to pay.

Build a working business notebook

Create five sections: demand calendar; customers and problems; offers and prices; cash and delivery; results and next actions. Keep evidence separate from assumptions. Record dates, customer conversations, actual costs and agreed orders. The series follows a fictional provider, Thando, to show how small decisions connect. Their example is a planning exercise, not a prediction of your sales or earnings.

THANDO'S BUSINESS / FICTIONAL EXAMPLE

Thando creates fixture graphics and communication materials for local clubs. Tournament work is busy, but requests fall afterwards. Rather than buying more equipment immediately, Thando decides to investigate what existing clients need before, during and between competitions. The first task is to understand the calendar.

PUT IT INTO PRACTICE

Write a starting statement: "We help ___ complete ___, and they currently buy when ___." Add your busiest period, your quietest period and one question about demand outside match day. Keep this statement for review in Part 10.

A year-round business begins with verified customer needs across the calendar, not with a promise of constant sales.

NEXT: Map the buying calendar and find where the quiet periods actually occur.