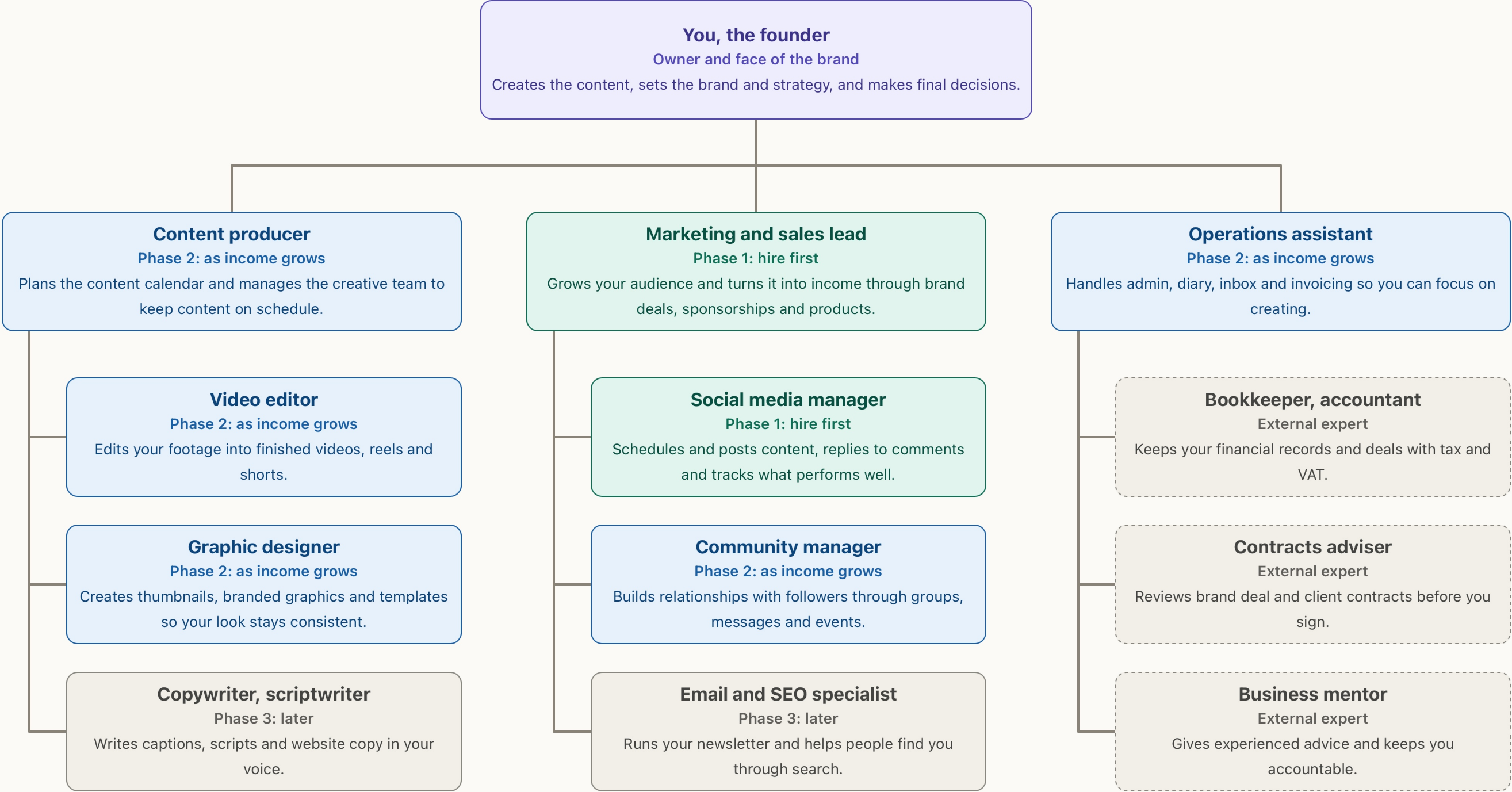
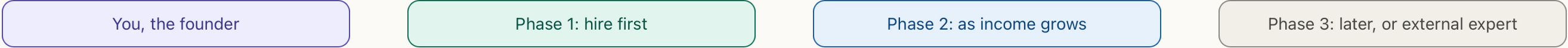


Organisation chart: content creation and personal branding

Phased hiring plan showing who joins first, who reports to whom and what each role does



Key



Early on, one freelancer can cover several roles. Everyone starts as a freelancer or part-timer until income supports employees.