

Business Plan Workbook

Purpose Statement:

I am a writer who

Positioning Statement:

For _____,

who want _____

and find _____

I offer _____

that _____

Example: For male ebook readers aged 45 – 70, who want affordable cozy mystery series set in rural Idaho, and find other mystery series to be set in big cities, downbeat in mood and time consuming to read, I offer provide quick reads that are uplifting, optimistic, celebrate small town life, and are great value for the money.

Market

My ideal reader is

My competition is

And my advantage is

Marketing Plan

Market Position:

Pricing Strategy:

Promotions & Advertising Strategy:

Distribution Channels:

Sales Forecast :

Production Plan

I will write (location)

on (what days)

from (what time)

I will use (what equipment/software/backup method)

and (what tools to format/publish)

I will produce (titles of books)

My production schedule will be (schedule your deadlines; don't forget to schedule revisions, cover art, formatting, etc)

My street dates are:

Milestones

Milestone #1

Date:

Milestone #2

Date:

Milestone #3

Date:

Milestone #4

Date:

Metrics

I will define success as:

(Make your metrics SMART: specific, measurable, achievable, relevant and time-based)

Company Structure

I am a (sole proprietor/LLC/S Corp/etc):

Make notes of any business structure obligations, i.e. tax filings:

My team consists of:

Agent(s):

Editor(s):

Assistant:

Cover Artist:

Formatter:

Publicist:

Accountant:

Attorney:

Co-Authors:

Other:

I can go for advice to:

Financial Worksheet Checklist (Fill out in a 12 month spreadsheet)

Key Assumptions: I will sell _____ books in _____ month at _____ price/royalty.
My advance from my publisher will be _____.

Direct cost of goods: (formatting, cover art, agent commission, editing, etc):

Gross Margin: (Revenue – COG):

Expenses: (software, RWA dues, new computer, office supplies, etc):

Operating Income (Gross Margin – Expenses):

Income Taxes:

Net Profit: (Operating Income – Taxes)

Net Profit/Sales: %