Business Plan for Writers Worksheet

Even artists such as writers can benefit from creating a business plan. Business plans can help us define *who* we are as an author and *what* we want for our dreams.

[Check out this post (http://jamigold.com/business) for details on how to use this worksheet](Check%20out%20this%20post%20%28http%3A//jamigold.com/business%29%20for%20details%20on%20how%20to%20use%20this%20worksheet) to brainstorm and organize a basic plan. And while you’re at my website, don’t forget to pick up [my other worksheets and beat sheets](http://jamigold.com/for-writers/worksheets-for-writers/).

I hope you find this helpful!

Jami

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(…and [learn more about Career Planning for Writers at these posts](http://jamigold.com/tag/career-planning-for-writers/)!)

**HOW TO USE: The instructions at each section can be thought triggers, issues to decide, or things to research. Many of your answers might simply be your best guess. Don’t write an essay for each one unless you want to. Use this worksheet however works best for you.**

**Description of Author Business:**

**Business Plan Summary**: **List the purpose of the business**, specifying overall author goals and publishing goals (obtain agent, income, bestseller lists, etc.), types of stories (length, genre, etc.), number of releases per year, target audience, method of distribution (Amazon Select vs. every platform, etc.), and plans for income (personal use or reinvest, etc.).

**Operation of Author Business:**

**Business Structure Summary**: **Specify how the business will operate** (through publisher, self-published as sole proprietorship, LLC, etc.), use employees or external professionals (accountants, editors, agents, etc.), and supply business equipment (laptop, software, etc.).

**Product Plan:**

**Product and Market Summary**: **Define all products**, current and planned, including fiction (length, genre, one-line summary, release date, etc.), non-fiction (length, one-line summary, release date, etc.), and other (related items (t-shirts, bracelets, etc.), speaking engagements, workshops, etc.), and specify target audience (type of people, discovery path, etc.) and income streams (ebook, print, audio, etc.) and expenses for each.

**Marketing Plan:**

**Marketing Strategy Summary**: **Specify the strategies** for pricing, release schedules, use of book series, distribution (including ebook vs. print), pre-release marketing (platform building, making connections, etc.), release marketing (pre-order, reviews, ARCs, blog tours, giveaways, street team, excerpts, etc.), and post-release marketing (advertising, sales, etc.).

**Competitive Analysis:**

**Competitor Author Summary**: **Analyze why some authors are more successful** than others in your same genre (voice, prose, characters, plot, platform, branding, etc.), how they reach their audience (their platform, promotions, marketing, etc.), how their strengths and weaknesses compare (how can you take advantage of your qualifications/skills, etc.), and how their stories compare (what makes yours unique, etc.).

**Development Plan:**

**Operations and Management Summary**: **Define a schedule for meeting goals**, such as obtaining new skills or developing and releasing new products, and include all steps for development (drafting, editing, agent submission, formatting, marketing, distribution, etc.), and specify the responsible party for each step (self, agent, editor, publicist, etc.), as well as the financial plan (budgets, expenses, income, etc.) for each goal.