

# Business Planning for Writers Worksheet\*

## 1. Mission

- 5-10 words or phrases that describe your writing
- 3-5 words or phrases that describe your ideal image from READER'S POV
- 3-5 words or phrases that describe your ideal image from YOUR POV

## 2. Vision

## 3. Strengths & Weaknesses

- Strengths
- Weaknesses
- Fix-it Strategy

## 4. Products & Services

- Full-Length Fiction
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- Non full-Length Fiction

## 5. Industry Analysis

- Market Analysis
- Competitor Analysis

