Business Planning for Writers Worksheet*
1. Mission
<ul> <li>5-10 words or phrases that describe your writing</li> </ul>
1. Mission

- 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
  - Written Works
  - Speaking/Consulting
  - Other
- 5. Goals
  - SMART
  - Long-Term
- 6. Industry Analysis (For 2-hour workshop only)
  - Market Analysis
  - Competitor Analysis

<sup>\*</sup> Companion worksheet to: Dream, Dare, Do! – A Writer's Guide to Business Planning Copyright © 2013 by Shelley Coriell. All Rights Reserved. www.shelleycoriell.com

Traditional Promotions
8. Management Plan
• CEO → Janitor
Team Members
9. Financial Plan
• Expenses:
Income:
10. Affirmations
* Companies would be at the Dunam Days Dall A Multipula Cuide to Duning a Cl
* Companion worksheet to: Dream, Dare, Do! – A Writer's Guide to Business Planning Copyright © 2013 by Shelley Coriell. All Rights Reserved. www.shelleycoriell.com

7. Marketing Plan (For 2-hour workshop only)
Author & Book Information
Mission
Objective

CompsPlatform

Product Fact SheetFeatures/Benefits

Target AudienceSales Channels

Giving Back

• On-Line Promotions

o Additional Sources of Revenue