

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

- Written Works
- Speaking/Consulting
- Other

5. Goals

- SMART
- Long-Term

6. Industry Analysis (For 2-hour workshop only)

- Market Analysis
- Competitor Analysis

* Companion worksheet to: Dream, Dare, Do! – A Writer's Guide to Business Planning
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