

Your Author Business Plan Questions

PART 1: BUSINESS SUMMARY

- What is a business plan?
- Why do you want to create one for your author business? Why will you spend time on this?
 - What is your company structure now? What author name/s and/or imprint do you publish?
 - What would you like your structure to be in the future? What will trigger action on this?
 - What do you need to research so you're more confident in this area?
 - What is your why? Why do you want an author business, anyway?
 - What is your core life value? Or your top three, if you're struggling with one.
 - How are you currently living this value? How could you move closer to it?
 - Who do you serve? Who is your target market?
 - What will you say "no" to?
 - What is your business summary, by author brand if applicable?
 - What is an author brand?
 - What is your author brand (by author name if that is applicable)? What is your promise to the reader? What are the feelings that are associated with it?
 - What images, colors, and words currently stand out on your book covers and website?
 - What can you do to make your author brand more recognizable?
 - Do you have a Brand Manual? Is it time to work with a graphic designer to create one in order to maintain consistency?
 - Who are your comparison authors and what are your comparison books?
List by series and author name.
 - What categories and subcategories are your books in? When was the last time you refreshed these if your books have been out for a while?

- What is your reader avatar? By author name and series, if appropriate.

PART 2: PRODUCTION

• Have you listed your current books or completed the Asset Master List? Are you making the most of your possible streams of book income? What specific things will you do in this current plan to expand them?

• What other products and/or services do you currently offer? What will you add? What will you stop?

• What percentage of your income is time-based, and what percentage is scalable? Are you happy with how it is currently? How can you change that?

- What does your writing process look like right now?
- Is it working for you? What could you do to improve it?
- Is your writing process sustainable for the long term?
- What does your production plan look like for the year ahead?
- How do you currently publish your books? Why did you make this choice?

Is there anything you want to improve or change?

• What rights do you currently license and what might you explore going forward? What do you need to do to achieve this?

• If you have control of your pricing, what is your pricing strategy per genre and format?

- Have you adapted these by currency on the relevant stores?
- Is there anything you need to change, improve, or experiment with?

PART 3: MARKETING

- What does your author ecosystem look like now?
- What do you currently own and control?
- If you carry on as you are for the next five years, or ten years, what will your ecosystem look like?

- What do you need to change to ensure it works for you over the long term?
 - Do you own and control your author website and/or author domain name?
- How can you improve this situation?
- What is the purpose of your website? Is it serving that purpose?
 - How does your website drive revenue? Could it be more effective?
 - Do you need to up-skill in this area or work with someone else?
 - Do you currently have an email list of readers? Do you need to set up an email list or split out different brands? Do you have an ARC team?
 - What service are you using to build and maintain your list? Are you happy with it? Are you adhering to anti-spam and data protection rules? Does your Privacy Policy enable you to use your email list for advertising?
 - What is your call to action? What are you offering readers right now? Do you need to change up your offer? Do you need to set up or revisit your autoresponder email sequence?
 - How are you driving people to your email list so it grows over time? How could you make this more effective?
 - What is your strategy for emailing in terms of frequency and what do you write about? Are you doing a good job of communicating with your readers?
 - Are you maintaining your email list and keeping it active? Are you cleaning your list and weeding out unresponsive readers over time?
 - Which authors in your niche are doing well with email marketing? How could you incorporate some of their best practices?
 - How could you improve your communication and resulting engagement and sales?
 - Do you need to up-skill around email marketing?
 - What content marketing do you currently produce on your site or others?
 - What is the point of your content? How does it attract your target market?
- How does it feed into your author ecosystem? How does it drive revenue?

- What would make it more effective? Is there anything you need to stop doing?
- What kind of content marketing do you enjoy consuming and creating? What suits you and your audience? What can you sustain for the long term?
- How are you using paid advertising at the moment? What has worked well before and what has been less effective?
- Do you have a schedule for running ads? Do you track your results? How could you be more organized?
- What do you need to test or try? How could you improve your paid ads?
- How do you feel about paid ads? How will you balance happiness and sales?
- What social media accounts do you currently have and how are you using them specifically for your author business?
- How much time and money are you spending on social media, and is it worth it for your business goals?
- Do you enjoy your social media time? If not, do you really need to continue? How could you make it more sustainable? For example, consider scheduling software.
- Do you have an author network already? Is it giving you everything you need?
- How could you improve your network? How could you be more active within your chosen groups?

PART 4: FINANCIALS

- What is your current relationship with money? Do you love it, want it, fear it, or something else?
- What are the words and phrases that spring to mind when you think about money, maybe from your family, the media, or friends? Are they positive or negative?

- If you're unsure, can you say out loud, "I love money!"? How does that make you feel?
- Are you in control of your current financial situation? Are you actively managing your money?
- Have you spent time learning about money? Are you comfortable talking about investments and other aspects of wealth management?
- What could you do to improve your attitude to money and your knowledge about how it works?
- Do you really want to make money from your books? Are you writing for money or another reason, for example, acceptance, status, sharing your story, or purely for creative reasons?
- How much money do you want to make from your writing in the next year? In the next five years?
- What are you willing to do to achieve this financial goal?
- What is your definition of a 'wealthy' author? Do you want to be a wealthy author?
- How do you feel about other writers who are wealthy? Check out the Forbes Richest Author List for examples.
- Do you have a separate bank account to manage your author business? Are you tracking income and expenses? Do you know whether you made a profit or a loss in the last period (quarter or year)?
- What are your different income streams right now? How much income do they bring in? What do you need to stop doing? What do you need to do more of?
- How does each part of your author ecosystem drive revenue for your business? What is working well? What could you improve? Can you justify the parts that don't make money now?
- What initial investment have you made, or do you need to make, in your author business?
- How will you fund this initial investment?

- What are the ongoing costs for your author business? Are all these expenses necessary? What are non-negotiable and important for your business? What do you need to reconsider?

- How are you tracking your financials? Is there a better option?
- What do you need to learn to improve your financial knowledge and management?

- Where are you on the stages of the author financial journey?
- How can you move to the next stage? How can you increase your income?

- Are you paying yourself a salary? Are you currently investing? How can you start or increase both of these?

- How confident are you with these financial concepts? What do you need to learn in order to move to the next level?

YOUR NEXT STEPS

- Have you collated and reviewed the relevant material?
- Have you simplified your plan as much as possible to ensure it is strategic? Have you created a separate To Do list or Action Plan with more detailed items?

- Have you turned your plan into a timeline and mapped out when you will do the work that's needed?

- Have you set a review date on your calendar to revisit and update your plan?