The Coffee Break Guide to Business Plans

Mini Business Plan

Instructions

Read through the list of questions designed to help you with some basic business goals. Spend only a few minutes thinking about each question, then write a couple of sentences or bullet points to express your ideas. Remember, this is designed to take you about one coffee break (around 15 mins)

1. How many books do you plan to write this year? In what genre(s)?

2. What's your projected word count for each book?

3. When will you finish each project OR How much time will you need to complete each project?
   Don't forget to build in time for critiques, beta readers, editing, and all those other activities besides actually writing the book.

4. How will you publish these books? Traditionally, self-published, or a hybrid approach? If you're planning on publishing traditionally note who your targeted publishers and/or agents are for each project. If you're planning on self-publishing note which retailers you plan to sell your books at.

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5. What services (editing, cover design, marketing assistance, etc) will you need to complete each project, and how much will you spend on those?

6. Who is you (or your books') competition? Identify other authors who write like you and identify which books are antecedents to yours.

7. How will you sell and market your books? Note a few marketing ideas.

8. How much money do you plan to make, and when will you see that revenue?

9. What other goals do you have to further your career? When do you plan to achieve these goals?

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10. What resources (courses, book, programs, assets, people resources) do you need to complete your plan for this year?

11. When will you review your goals to see what you've accomplished and what you need to revise or make a priority?

12. What rewards can you set up for yourself to say "Job well done!"?

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