



# AUTHOR BUSINESS PLAN OUTLINE

## YOUR WRITING

**GOALS-** What are your writing goals for the next year? Be specific.

**STRATEGY -** When will you write? Who will edit? Break down goals into smaller chunks.

## YOUR FINANCES

**EXPENSES -** What will you spend on writing? Include conferences and coaching.

**INCOME -** Can you develop a side gig? Grow your client base?

## YOUR PLATFORM

**GOALS-** How will you invest? Which social media platforms are your focus?

**GROWTH -** Where will you learn to grow your platform? Do you need to pivot?