

A woman with long brown hair is standing in a grassy field. She is wearing a grey Jordan brand baseball cap and a grey camouflage t-shirt. She is holding the brim of the cap with her right hand. The background is a blurred green field with trees in the distance.

# *The Real+Good Writer's Business Plan*

THE WORKBOOK

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# Introduction

When you're ready to take writing seriously, you've got a mission. You have stories you're ready to tell, and you're determined to get them out into the world and into the hands of readers.

When you're ready to take writing seriously, you have to shift your mindset. You can't think of writing as something you do when you're feeling inspired, or when the muse decides to grace you with her presence, but something you do because you must.

When you're ready to take writing seriously, you have to master your writing brain and make it work for you. You can't just let it flounder about all willy-nilly. You decide to create a mission, act on it, and then you do it!

When you're ready to take writing seriously, you create Your Writer's Business Plan: a detailed action-plan to set your goals, earnings, investments, intentions, and mission in one organized place!

In 6 important sections, we're going to figure out what your Writer's Business Plan looks like. We're going to dive into your mission, vision, and goals, your brand personality, style, and how you portray yourself, your products (aka the stories) and the production process to get them done, the earnings and investments you'll make for your writing, and your ongoing education and personal growth strategies to be an even better writer than before.

ARE YOU READY? LET'S DIVE IN!

# 1 | Summary

## MISSION STATEMENT/WRITER'S DNA

Define who you are, what you do, and why you do it. This is your goals, your unique selling propositions, your vision, your intentions, your plans—everything! This sums up everything that makes you a writer in one succinct little piece. This is your elevator pitch. This is your very special, very important Writer's DNA.

## BRAND CULTURE + STYLE

**WHO** will you present to the world?

**HOW** will you present yourself to the world?

## IDEAL READER

Who is your ideal reader? Who is most interested in your stories? What is her name? Create your ideal reader profile just as you would create a character sketch. Get to know your her intimately.

# 2 | Objectives

## VISION

Your vision is your ultimate level of success. What does the perfect writer life look like for you? What do you do as a writer? What do your words do for your readers? What messages do you share with the world? Think of your vision as your BIG, beautiful, crazy writer dreams in one statement.

## GOALS

List all of your goals in one big pretty mess:

# 2 | Objectives

## GOALS ORGANIZED

Be sure to list your goals using The Real+Good Goal Formula, making sure they are SMART +HARD. **Pro-tip:** Write your goals on post-it notes so you can move them from section to section.

### LIFETIME GOALS

### ANNUAL GOALS

### QUARTERLY GOALS

### THIS MONTH GOALS

# 3 | Production

## NITTY-GRITTY SCHEDULE

How will you get the writing done, and what does that look like? How many words will you write? How many pages will you edit? What needs to be completed in order for you to reach your goals (e.g. researching agents, submitting stories, building a readership through engaging on social media, writing the freaking story)? How do you complete those things?

What is your work schedule? What days of the week will you write? How many hours per day/week/month? When will you make time for writing? Where will you be located? This is the when of getting your goals completed.





# 4 | Market Analysis

## ANALYZING OTHER STORIES

Story Title \_\_\_\_\_ Author \_\_\_\_\_

How does this story work?

Strengths:

Weaknesses:

Story Title \_\_\_\_\_ Author \_\_\_\_\_

How does this story work?

Strengths:

Weaknesses:

# 4 | *Market Analysis*

## ANALYZING OTHER STORIES

Story Title \_\_\_\_\_ Author \_\_\_\_\_

How does this story work?

Strengths:

Weaknesses:

Story Title \_\_\_\_\_ Author \_\_\_\_\_

How does this story work?

Strengths:

Weaknesses:

# 4 | Market Analysis

## ANALYZING OTHER WRITERS

Writer \_\_\_\_\_

How does this writer market themselves?

Strengths:

Weaknesses:

Writer \_\_\_\_\_

How does this writer market themselves?

Strengths:

Weaknesses:

# 4 | Market Analysis

## ANALYZING OTHER WRITERS

Writer \_\_\_\_\_

How does this writer market themselves?

Strengths:

Weaknesses:

Writer \_\_\_\_\_

How does this writer market themselves?

Strengths:

Weaknesses:

# 5 | Financials

## EARNINGS

List the various income streams present in your life right now:

What else will you earn with writing? Circle all that apply:

PAGES WRITTEN

PAGES READ

INSPIRATION

WORD COUNT

STORY IDEAS

PAGES REVISED

REJECTION LETTERS

READERS

Define specifically what you intend to earn from writing:

# 5 | Financials

## INVESTMENTS

List the various investments present in your life right now:

What else will you invest with writing? Circle all that apply:

BOOKS

LAPTOP/PRINTING

EDITING

SUBMISSION FEES

CONFERENCES

COACH

ONLINE COURSES

MARKETING/PUBLICITY

RETREATS

WORKSHOPS

DIGITAL NECESSITIES

ENERGY

MATERIALS

TIME

Define specifically what you intend to invest in writing:

# 6 | Growth

## EDUCATIONAL DEVELOPMENT

Where do you need to invest your attention in your writing life right now? How will you grow? What will you focus on learning?

How will you learn? Consider craft books, online classes, workshops, writing groups. Look to blogs, Pinterest, fellow writers, writing retreats, conferences. Make a plan and be specific.

## PROFESSIONAL DEVELOPMENT

How will you connect with other writers in the world? What do you need in a writing relationship?

How will you connect with other writers? In your town by finding local writer's groups, MeetUps, or even open-mic nights? On social media using hashtags, Facebook groups, Twitter chats or online writing communities?

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