Author Business Planning Worksheet

Discussed in Episode 9

Four questions that turn “I want to publish a book” into a plan you can actually work from.

1. Who is my ideal reader?

Think about: age · interests · reading habits · favorite genres · book clubs · geographic interests · life experiences

2. What promise does my book make?

Consider: What emotional experience will readers have? What feeling should my cover communicate? What makes my story different?

3. Where do my readers spend time?

Examples: Facebook · Instagram · book clubs · Goodreads · podcasts · libraries · local bookstores · community groups

4. What kind of author do I want to become?

Not simply "I want to publish." Instead ask: What reputation do I want? What relationship do I want with readers? What does success look like for me?