

BOOK BUSINESS PLAN

Use the headings in this template in your own Book Business Plan. Use the text in italics in each section as a guide. This will be a useful document for several reasons.

- You will take your book seriously and treat it as a business product as well as a creative project.
- It will lay the foundations for a well-structured book that achieves your goals.
- It is a useful document to have on hand, as you can use portions, or all of it, for approaching potential partners, media contacts, speaking opportunities, event organisers, book distributors, publishing companies or even crowd-funding opportunities.

1. AUTHOR NAME AND CONTACT DETAILS

2. ESTIMATED TIME OF PUBLICATION

Use the book production information in Chapter 5 of Smart Women Publish to help you work this out.

3. SUBJECT MATTER

Refine what you intend to write about down to a specific topic. For example, you could take the idea of a book about parenting and zoom into a specific idea, such as parenting young adults with health issues.

4. PREFERRED READER

Define just who your intended audience is, using a combination of relevant descriptors such as aspirations, motivations and other applicable psychographics; education level; age; socio-economic status; location, and other key factors that may be behavioural, demographic, geographic or cultural. Here is a simple how-to explanation: <http://www.wikihow.com/Segment-a-Market>. At this point you are making assumptions. It is important to validate this with research – see point 9, below.

5. READER PROBLEMS.

Define the problems your preferred reader is dealing with and the questions they are seeking to answer.



6. WORKING BOOK TITLES

List several book title suggestions, and separate subtitle ideas. Add to this list when you have further ideas.

A useful formula is:

- Short title containing at least one key word a reader would search for – ideally the first word if possible
- Longer sub-title containing the ultimate benefit or ideal outcome your reader will enjoy if they apply what they learn from your book.

Do not repeat key words in the title and sub-title.

7. READER PROMISE

After reading your book, what do you want your reader to feel they are now capable of doing?

8. READER JOURNEY

How will you break down your content so you take your reader through a set of logical steps so they reach a satisfying conclusion?

9. MARKET RESEARCH

At this point it is critical that you take the time needed to survey a sample of your intended readership and check that your assumptions about problems, wants, needs, and motivation to take action are accurate. Also ask whether there are problems you have not considered that you can address. And whether some of your ideas for content are not of interest after all.

- Use Survey Monkey to create a survey form and spread it about to the right people
- Create a poll in Facebook and pay to have it reach your selected demographic
- Gather people together in a focus group
- Carry around a short survey on paper and ask people you meet to fill it out
- Just talk with people and be curious

10. COMPELLING REASONS TO BUY

What can you add to your book that gives a reader a good reason to buy?

11. CONTENTS BREAKDOWN

Write out your chapter topics in sequence, and write a summary of what you will cover in each one.

12. EXPERTISE AND BUDGET

Refer to Chapter 12 of *Smart Women Publish* to guide you with this part of your plan.

List the expertise you know you will require to ensure your book is a quality production.

Estimate the cost of production.

How will you cover this cost in your business – or with private funds?

Chapter 11 offers funding ideas.



13. AUTHOR PLATFORM

How many connections do you currently have in all social media platforms? What percentage are likely to be your preferred readers?

How many people are in your business mailing list? Are the majority of them your target readers?

What groups and networks do you belong to online and in your everyday life?

Where can you locate and connect with more people who are your potential book readers?

How can you attract people to your own mailing list of potential readers as you write your book?

14. MARKETING PLAN

Chapters 13-15 in Smart Women Publish will assist you with writing a short summary of your preferred ways of raising your own profile, and promoting your book and business when you become an author.

What steps can you put in place now – and what can you do as you write?

What can you do when your book is soon to be launched – and after launching?

15. AUTHOR STORY

Add an author bio (up to 300 words) establishing your authority in your area of expertise. Include work and non-work related experience that has added depth and background to your voice in your book.

Have you won relevant awards? Important community service? Add a touch of the real you as well.

